

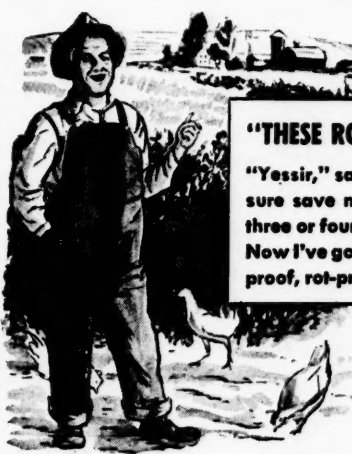
# The NATIONAL UNDERWRITER

*Life Insurance Edition*

## MEET SAM SNUFF - THE Idea MAN


Sam was created by The Mutual Life to carry our sales message to the farm market. He is featured currently in a series of advertisements, "KEEPING UP TO SNUFF," which appears in *The Country Gentleman* and *Successful Farming*. Sam's job is to pass along ideas that make farming easier and more efficient. Here are two examples from recent ads:





**"THESE ROSE FENCES SAVE ME TROUBLE"**

"Yessir," says Sam Snuff, "these multiflora roses sure save me time and trouble. I planted them three or four years ago around the upper pasture. Now I've got a living fence—livestock-proof, rust-proof, rot-proof and practically work-proof."



**"BIFOCALS TOOK THE DYNAMITE OUT OF MY BULL"**

"No foolin'," says Sam Snuff, "handling my bull was like playing with dynamite. So I got him a pair of 'bifocals' . . . a metal hood that lets him look down to graze but cuts off his forward vision if he lowers his head to charge. Now he's really safe . . . and safety pays off when it comes to bulls."

Sam believes that a sound life insurance program is necessary equipment for every successful farmer. So in addition to his farming idea-of-the-month, Sam offers a "life insurance idea-of-the-month" for farmers.

Sam's friendly messages are helping to make successful farmers conscious of the valuable service offered by Mutual Life Field Underwriters, because it's obvious that Sam knows what he's

talking about. His ideas on farming come from recognized agricultural authorities. His ideas on life insurance are a product of Mutual Life's long experience and special interest in the farm market.

The new Sam Snuff campaign is another important phase in Mutual Life's comprehensive public relations program, designed to give additional support to its Field Underwriters.

*Our 2nd Century of Service*  
**THE MUTUAL LIFE**  
INSURANCE COMPANY OF NEW YORK

34 Nassau Street, New York 5, N. Y.  Alexander E. Patterson, President

**FRIDAY, JANUARY 23, 1948**



## TWO OUT OF ONE!

Every life insurance prospect is a potential prospect for our complete line of Accident, Health and Hospital Policies—*two prospects out of one!*

The combination gives you two opportunities for sales on every call—and, best of all, those year in and year out liberal Accident and Health commissions really count up.

# Bankers

## NATIONAL LIFE

Insurance Company, Montclair, N. J.

RALPH R. LOUNSBURY, President

W. J. SIEGER, V. P. & Supt. of Agencies

LIFE • ACCIDENT • HEALTH • HOSPITAL

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## Make Haste Slowly, Congress Housing Committee Urged

### Meredith, Speaking for Life Companies, Warns of Inflationary Danger

WASHINGTON — Financing and building codes—problems involved in efforts to overcome the housing shortage—were discussed by a group of witnesses from the life insurance industry at hearings before the joint congressional committee on housing.

Financing was taken up by L. Douglas Meredith, vice-president National Life of Vermont, representing the investment research committee of the Life Insurance Assn. of America and American Life Convention. Mr. Meredith is recognized as a leading student of life company investment problems. In essence, he urged "making haste slowly" in seeking to solve the housing shortage.

On the preceding day F. J. Eberle, vice-president Connecticut Mutual Life, discussed building code complications affecting housing, as a member of the party accompanying Governor McConaughy of Connecticut. The latter's party also included Berkeley Cox, associate counsel of Aetna Life.

### Expect "Something Out of Hartford"

Mr. Meredith was accompanied at the hearing by Walter Schneider of the Institute of Life Insurance, and Dr. James J. O'Leary of the investment research committee.

As a result of contact between the joint housing committee and insurance industry representatives, particularly in Connecticut, indications are that "something will come out of Hartford" in connection with the problem of housing financing, according to information from committee sources.

Declaring that excessive stimulation of building would add to inflationary pressure, Mr. Meredith said the struggle to control inflation must be won "before we can hope fully to meet our housing objective." He said that except through technological advances such as are now under way, it is not possible immediately to stimulate production to greater heights without increasing the inflationary risk. Mr. Meredith also warned that an excessively large concentration of building in the next year or two will mean a slump later on, with unemployment for the building trades and suppliers and a serious danger of dispossessing veterans and other homeowners.

### Reviews Specific Proposals

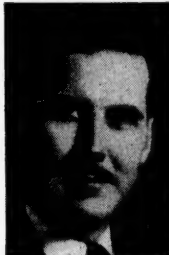
Specific proposals for increasing the supply of housing were reviewed by Mr. Meredith, with the following conclusions:

1. Increase productive efficiency in residential construction by simplified building methods, the engineered house program, improved building codes, apprentice training and industry-wide research on the part of builders and manufacturers.
2. Consideration might be given to encouragement of construction of rental housing through modification of the corporate income tax to permit a more rapid amortization of the investment.
3. Yield insurance, as provided by the

## HISTORICAL EVIDENCE

## Insurance in Favored Spot if Boom Fizzles: Woodward

WASHINGTON — If the current boom continues there will be a lot of life insurance business to do and even if, on the other hand, there should be some decline in general business ordinary life insurance seems to be in a peculiarly favorable position, Donald B. Woodward, 2nd vice-president of Mutual Life, declared at the meeting of Mutual's Washington agency celebrating the first anniversary of the appointment of C. P. Rice as manager.



**D. B. Woodward**

The agency paid for more than \$4,150,000 in 1947. On hand from the home office besides Mr. Woodward were President Alexander E. Patterson, Roger Hull, vice-president and manager of agencies, and Julian S. Myrick, 2nd vice-president.

Mr. Woodward pointed out that if prices continue rising there will be more business because more insurance programs will need adjustment to a new level of prices. Even if prices cease climbing there are still many programs that have not caught up with the new price level which need review and additions to maintain old standards.

### Has Shown Great Vitality

Even if there should be some decline in general business, ordinary life business has shown a remarkable vitality during declines in general business, Mr. Woodward pointed out. The average tendency of ordinary life business for the last five business cycles, he said, has been to move upward while general business is gaining and to continue to increase even after general business reaches its peak and begins to decline. After that there is a mild decline in new insurance but not enough to carry back

even to the mid-point of the previous upswing. And then, while general business conditions are still deteriorating, new ordinary business turns about and starts climbing again. As a result, at the very time when the economy in general reaches its bottom, new business is already at the peak of the previous boom and ready to go on from there, he said.

Mr. Woodward made it clear that his figures portrayed the average situation, not representing any particular cycle in the past and presumably not corresponding to any particular cycle in the future, but representing what seems to be the average tendency. It might be called historical and statistical evidence of the vitality inherent in life insurance, showing growth in both good times and times that aren't so good, he said.

### Discusses Lapses, Surrenders

Mr. Woodward also discussed total voluntary terminations during the months that business conditions are improving and then declining. As might be expected, as soon as business begins a recovery, lapses and surrenders decrease and continue decreasing until business reaches a peak, after which they increase until the decline in business has run its full course.

Unlike the new business record, the record for terminations is rather remarkable for its consistency, happening in the same way, with almost the same timing, to almost the same degree in cycle after cycle, said Mr. Woodward. If business declines agents can be sure some of their policyholders will want to give up their insurance and the agents will have to fight this tendency. Thus it becomes more necessary than ever to write good quality business, to write it in a way which will make it stick and to keep the policyholder interested so he will want to make it stick.

### Not Due to Business Cycle

In this connection Mr. Woodward said that the increases in lapses and surrenders experienced in 1946 and 1947 are not linked to the business cycle but rather are an inevitable change from the abnormally low levels of terminations reached during the war. The 1946-47 increase in terminations is merely an indication of more normal performance. The increased terminations resulting from poorer business conditions are still somewhere in the future, he said.

Mr. Woodward also presented a chart showing after a war new business totals are at a permanently higher level than any achieved before the war. The poorest year since 1917-18 was higher than the best year before. The same thing occurred following the civil war. Also, the two years since the last war have far exceeded the best year prior to the war. Mr. Woodward said he is convinced that in the future new business will maintain a dollar volume considerably above the normal pre-war level and it is not likely that the inevitable minor swings in business will affect this development.

### Creates Western Group Region

Prudential has created a western group sales and service region to serve the 11 far western states, Hawaii, British Columbia and Alberta. E. G. Koskie, associate regional sales manager in Los Angeles, becomes regional sales manager. V. F. Pennell, regional sales manager for Chicago, Milwaukee, Minneapolis, Kansas City and St. Louis, has been given Detroit as well.

## Federal Trade Body Asks \$100,000 for Insurance Duties

### Projects Legal, Economic Investigations, and Initial Case Work

WASHINGTON — Federal trade commission, it is contemplated under the President's budget for the fiscal year beginning July 1, 1948, will get into the insurance regulatory field. On page 51 of the budget for executive departments and independent offices, under that portion referring to the FTC, appears the following:

"An increase of \$100,000 is included to enable the commission to conduct legal and economic investigations and the initial case work pertaining to the business transactions of insurance companies in interstate commerce.

"A decision rendered June 6, 1944, by the Supreme Court held such transactions to be interstate commerce, but the Congress postponed until June 30, 1948, the operations of the existing laws, which, under the court's decision, become applicable to insurance companies. In the fiscal year 1949, therefore, the commission will be required to administer the Clayton, Robinson-Patman and Federal trade commission acts as applicable to the insurance companies of the U. S."

Before the S.E.U.A. decision FTC did nothing about insurance, relying upon the theory that insurance was not commerce. Since then, FTC hands have been tied by the moratorium provisions of public law 15. However, after July 1, 1948, FTC will be called upon to deal with problems of alleged unfair trade practices that may arise under the FTC act, discrimination arising under the Robinson-Patman act, and violations of the Clayton anti-trust act.

The appropriation recommended, if authorized, will permit FTC to receive and handle, investigate and take action on complaints that may be submitted under those laws.

FTC is understood to have received a number of complaints against alleged insurance unfair trade practices, false advertising of mail order companies, etc., which it wants to be in position to handle.

## '47 Production \$21,672,775,000, Up 2%; Ordinary Off 2%

Life insurance production for 1947 was \$21,672,775,000, an increase of 2%, according to L.I.A.M.A. Ordinary accounted for \$14,776,167,000, down 2%; industrial for \$4,098,965,000, up 3%; and group was \$2,797,643,000, up 23%.

For December the total was \$2,200,915,000, up 12%. Ordinary was \$1,478,120,000, up 24%; industrial was \$287,203,000, down 1% and group was \$435,592,000, down 8%.

### J. B. Sabados Resigns

Joseph B. Sabados, manager of Metropolitan Life at Hammond, Ind., since 1919, is giving up his post on account of poor health.



## Weissman Urges Intra-Company Agent Associations

Vigorously urging the formation of agents' associations within companies, S. D. Weissman, Equitable Society, Boston, trustee of the National Assn. of Life Underwriters, told the Bridgeport, Conn., Life Underwriters Assn. that such associations are vital both to the company and to the agents. He said he was speaking as an individual agent and not for N.A.L.U.



S. D. Weissman

The company that lacks such an association, he said is severely handicapped, for by keeping an iron curtain between itself and its agency force it is depriving itself of vitally necessary benefits. The agency vice-president cannot act as liaison, Mr. Weissman said.

"The best minds in America, except life company presidents, welcome and utilize the judgment and advice of career underwriters," said Mr. Weissman. "How does a company president justify to his policyholders or to himself the failure to tap this great reservoir of experience and intelligence?"

### Cites Northwestern Mutual

As an example of enlightened policy toward company agents' association he cited Northwestern Mutual, though not identifying the company by name. Northwestern has had an agents association since 1918 which Mr. Weissman said provides a medium for exchanging information among the agents and has greatly helped the whole field force and the company.

Mr. Weissman said if he were a company president he would recognize that agents of companies are inevitably going to be organized and that temporarily the choice rests with the company presidents whether they organize as an agents' association or as a labor union. The former, he said, means full cooperation between home office and field force; the latter means the introduction of special alignments and attitudes.

### B. W. Huey of Provident of N. D. Joins L.I.A.M.A.

B. W. Huey, formerly regional superintendent of agencies of Provident Life of North Dakota, has joined the company relations division of L.I.A.M.A. as senior consultant. Besides conferring with companies he will be a member of the L.I.A.M.A. agency management schools teaching staff. He has been with Provident for 11 years, as manager of the policyholders service department, assistant secretary and agency secretary, and regional superintendent. As a lieutenant he was assistant to the officer in charge of NSLI for the navy. He is a graduate of Jamestown Teacher's College of North Dakota.

### L.I.A.M.A. Conference Dates

L.I.A.M.A. will hold its spring conference for companies with less than \$150 million ordinary in force at Edgewater Beach hotel, Chicago, March 22-24. The combination companies conference will be May 25-27 at Seaview Country Club, Absecon, N. J.

### Chicago Women Meet Feb. 6

Elizabeth Johnson, Rockwood Co., will speak before the Women Life Underwriters of Chicago at a tea Feb. 6 on her experience as assistant manager in counseling with agents and clients on setting up programs to fit needs of individuals.

## Mutual Gets Many Policy Loans That Went to Banks

First year results of the voluntary reduction in policy loan interest rates by Mutual Life and an opinion study among policyholders prove the fundamental soundness of the step, taken in September, 1946, according to Alexander E. Patterson, president.

Mutual reduced its rates and put them on a sliding scale basis to make them competitive with those of other lending institutions. The new rates for policy loans range from 3% to 5%, compared with a former rate of 6% (or 5% on some policies). The purpose was not to induce policyholders to borrow but to obtain loans that would otherwise go to outside lenders.

The opinion study showed that 93% of Mutual's policyholders approved the action, while only 3% was opposed to it. The remaining 4% had no opinion.

The shrinkage in the policy loan portfolio, Mr. Patterson said, was completely arrested in October, 1946, the second month of operation under the new rates. Since then the total of out-

standing policy loan has shown an increase every month. In the first 12 months they rose from \$65,080,000 to \$72,099,000, or 11%, while 35 other companies showed an aggregate increase of only one-half of 1%.

The average monthly volume of new loans, including increases on old loans, has jumped sharply. In the first 12 months under the new rates the average monthly volume of new loans was 2½ times as great as in the first eight months of 1946 and was higher than for any year since 1940.

In the first 12 months under the new rates, loans of \$1,500 or more accounted for 61% of the total volume of new loans made. As compared with this, only 29% of the loan portfolio on Sept. 1, 1946, consisted of loans of \$1,500 or more. These figures show clearly that the new rates have been effective in obtaining for the company a large volume of the bigger loans that used to go to outside lenders, said Mr. Patterson.

## H. & A. Conference Work Reviewed at Dallas Regional

Conference activities and recent developments in the accident and health insurance fields of groups, franchise, hospital and medical coverages featured the one-day regional meeting of Health & Accident Underwriters Conference at Dallas, with 53 representatives of 25 companies, the Texas department and the conference executive officers attending.

In an informal talk Chairman Butler of the Texas commissioners praised the benefits of such informal meetings of accident and health executives and said that, with very few exceptions, the accident and health companies are doing a commendable job. T. T. Chamberlain, life department actuary, and Mrs. Marguerite Butler, policy analyst, also attended.

Methods for increasing accident and health production of life's agents or life production of accident and health agents were described by Travis T. Wallace, Great American Reserve.

Harold R. Gordon, conference managing director, outlined activities and reported on actions of the N.A.I.C. accident and health committee.

At the afternoon session discussions were centered around hospital and medical insurance, group and franchise insurance, and accident and health underwriting. Porter Bywaters, Employers Casualty, reviewed improvements in hospital policies the past three years as indicated by a survey made by the hospital insurance committee of the conference. Room and board limits and rates were discussed by C. A. Sammons, Reserve Life miscellaneous expense benefits, A. P. Dowlen, Republic National Life; medical insurance, W. C. Murphy, American Hospital Life; local and national Blue Cross developments, Bill Howland, conference statistician.

In the group and franchise discussion, S. E. McCreless, American Hospital & Life, spoke on the dangers of continued rate slashing and unreasonably low retention agreements. J. W. Rader, Reserve Loan Life said there is a need for relaxing strict single employer-employee group underwriting practices in view of the constant threat of social insurance. In the small group field claim experience has been satisfactory, he said, with profitable underwriting of small groups possible if clerical and acquisition are kept as low as possible.

The outlook in writing employer trade association and union groups and methods of writing and servicing franchise accounts were discussed by E. D. Speer, Great American Reserve. Mr. Wallace outlined the desirability of permanent, lifetime, group renewal commissions. George R. Jordan, Republic National Life, spoke on maternity benefits for dependents in group accident and health underwriting.

Bill Howland concluded the meeting with a discussion of the activities of the conference underwriting committee and the proposed program for the underwriting session Feb. 4 at the midwinter meeting of the conference in Chicago.

### Stevenson to Aid Hoover

WASHINGTON—John A. Stevenson, president Penn Mutual Life, has been named chairman of a policy committee of the government reorganization commission headed by former President Hoover to study federal personnel.

### To Hear Zazove Case Soon

WASHINGTON—The U. S. Supreme Court will hear arguments on the Zazove case during the week of Feb. 2. Upholding the appeals court's decision would bankrupt the NSLI system, according to veterans administration officials, since it would require the government to pay out the policy face amount in full every 10 years.

## SHOW 1947 INSURANCE RESULTS

	New Bus. 1947	New Bus. 1946	1947 Inc. In Force	1946 Inc. In Force
Berkshire .....	\$ 38,873,719	\$ 36,998,479	\$ 25,009,715	\$ 25,440,223
Business Men's Assurance .....	81,518,183	76,617,930	42,830,773	45,044,463
California-Western States .....	81,087,346	89,544,127	56,979,199	76,872,802
Columbus Mutual .....	24,285,433	25,013,436	15,695,537	18,877,357
Farm Bureau, Ohio .....	53,387,125	56,776,584	33,695,149	44,333,254
Indianapolis Life .....	28,194,733	27,734,161	18,674,954	20,638,956
Kansas City Life .....	109,192,487	101,934,226	57,397,107	64,523,984
Life of Virginia .....	166,037,642	200,588,110	84,716,345	148,847,295
Manhattan .....	33,820,794	37,210,271	20,980,239	28,087,666
Midland Mutual .....	20,532,632	19,773,299	13,529,089	14,090,628
New England Mutual .....	300,533,502	254,649,987	220,554,564	188,701,440
Pacific Mutual .....	122,162,942	116,904,774	60,491,041	67,011,740
Pan-American .....	57,566,564	51,188,392	33,010,305	33,284,892
Southland Life .....	29,726,087	29,927,384	19,331,619	19,735,168
Sun of Md. ....	39,981,759	39,152,300	14,952,602	19,249,343

## The COMMONWEALTH Commentary

### The Essential Ingredient

There are few, if any, more important attributes of the successful life insurance careermen than ENTHUSIASM.

Close kin to such potent motivators as "vigor", "power", "force" and "drive", enthusiasm can carry a man to the loftiest heights. Enthusiasm is contagious — easily transmitted from one human being to another. It is, indeed, the handmaiden of success!

Talk with a Commonwealth man in the field, if you will — or with a Commonwealth official — and you'll see a practical demonstration of what we mean.

Enthusiasm has become an integral part of the Commonwealth success spirit. Throughout the organization — from the careermen in the field to the officials in the home office — is an enthusiasm for job, for the company, and for the industry . . . a natural result of keen understanding, close cooperation and willing teamwork.

Insurance in Force Dec. 1—\$340,319,743

**COMMONWEALTH**  
LIFE INSURANCE COMPANY  
HOME OFFICE • LOUISVILLE



## Billion in Force In '48 Continental Managers' Target

### Agency Heads Elect Belber at Celebrative Meeting in Chicago

The up and coming spirit which has enabled Continental Assurance to surpass in 1947 the outstanding record it made in 1946 and to further expand its agency forces was aptly defined at the annual meeting of the General Agents & Managers Assn. of the company at Chicago as due to "national conditions, yes, but to Continental conditions mostly." It was Dr. H. W. Dingman, vice-president and medical director, who turned the phrase. Roy Tuchbreiter, president,

#### NEW OFFICERS ELECTED

President—Philip C. Belber, Newark.  
Vice-president—Theodore Whitesell, Eaton, Pa.  
Secretary-treasurer—Gunnard Wellner, Bridgeport, Conn.  
Directors—Maurice C. Chier, Milwaukee; Joshua B. Glasser, Chicago; Carl Haas, New York City; Milton Scholer, Rochester, Minn.; Robert H. Ludwig, St. Joseph, Mich.

set the sights on the billion mark in force by the annual agency meeting in September. Some of the other speakers were even more optimistic. Joseph K. Dennis, vice-president and director of agencies, commented that 1,000 personal producers and 107 general agencies have been added by the company in 1947-48 and that during the first six months of 1948, Continental Assurance plans to put on 50 general agents and at least 100 more personal producers.

The trophy for top production was presented by M. B. Simms, assistant secretary, to Charles F. Joyce of Charles F. Joyce & Co., Buffalo, which paid for \$6,600,000 with Continental Assurance in 1947. George Johnson, life manager for the agency, was present. Awards for the Howard C. Reeder months went to Harlow G. Brown, vice-president in charge of the eastern department, and the Gruber & Lynch agency, New York City. The company's top producer, Dwight G. Johnson, Philadelphia, was rewarded for an ordinary volume in excess of \$1,750,000. Mr. Johnson announced that next August he will cease a personal producing career that has gained him life the membership in the Million Dollar Round Table, and the number one spot with Continental for a number of years to become life manager for Herkness, Peyton, Bishop, Inc., the firm with which he is affiliated.

#### Too Many Fear Emotion

Frank Y. Snell, Grand Rapids, declared that too many agents are embarrassed by emotion and sentiment and fail to use the most powerful weapon which the salesman has, the unselfish love of a good man for his wife and children. He said that instead of policies the agent should sell food, clothing and shelter.

In an erudite address, Dwight Johnson stated that from a tax point of view the many men who make \$10,000 a year or have a net worth of \$60,000 are likely to be "sitting ducks" on the income tax pond. A number of times he has retrieved cases of elaborate programming where the agent failed to provide money for taxes or forgot to take care of disproportionately increasing interests. He

## Service Bureau's Managers Meet

American Service Bureau held its annual managers' meeting this week in Chicago. Speakers included President

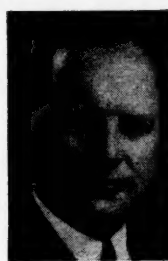
Lee N. Parker; Robert L. Hogg, executive vice-president American Life Convention and chairman of the bureau; R. R. MacKenzie, vice-president; L. T. O'Brien, manager at Des Moines; Gordon Gifford, home office representative, Los Angeles; Kenneth Christenson, executive assistant; Oscar Eyer, district manager at Cleveland; C. C. Honeck, home office representative; and Edward Scholten, manager at Houston.

Speakers from outside the bureau were Dr. H. W. Dingman, vice-president and medical director of Continental Assurance, and C. F. Barney, underwriting vice-president American United.

fold how he had written several large juvenile policies as gifts, tax-free each year. In regard to partnership purchase plans, Mr. Johnson commented, "why not let the partners buy personal insurance and let the partnership sell where it will."

He said the Treasury Department applauds the tax saving inherent in the single premium life insurance policy, in which the gain in face amount is always greater than the increase in tax. He observed that the market for deferred annuities is almost dried up.

Mr. Johnson interrogates his clients  
(CONTINUED ON PAGE 9)



Lee N. Parker

## L.A.A. Institute to Hold Public Relations Forum

Sponsored jointly by Life Insurance Advertisers Assn. and the Institute of Life Insurance, a two-day public relations forum will be held at Hotel Commodore, New York City, March 30 and 31. It will embrace public relations principles and practices and will aim to develop, through case examples, public relations in action. The forum will open with an outline of management's functions and responsibilities in public relations, to be followed the first morning with a discussion of methods for determining public attitudes, preferences and needs as the first step in any public relations effort. The first afternoon session will stress the importance of reviewing company procedures in the light of public preferences and also of giving employees a positive role in the program.

#### Carrying Story to the Public

The second morning session will center on the informational phase of public relations under the general theme "Carrying the Story to the Public." The closing session will be a discussion of the organizational setup for carrying out a public relations program.

David W. Tibbott of New England Mutual and Arthur C. Daniels of the institute are joint chairmen of the arrangements committee. Other members are C. B. Reeves, Mutual Life; H. A. Richmond, Metropolitan; R. C. Berger, Connecticut Mutual; C. C. Robinson, Guardian; A. L. Cawthorn-Page of Metropolitan's Canadian head office; Powell Stamper, National Life & Accident, and W. E. Schneider of the institute. The forum will immediately follow the eastern round table of the L.A.A. scheduled for Hotel Commodore March 29.

## Newell Johnson Feted by 400; Now Minn. Mutual V.P.

ST. PAUL—More than 400 gathered at the Insurance Federation dinner here Monday to express their feelings for Newell R. Johnson, who just recently retired as Minnesota insurance commissioner after a period of prominent service including the presidency of National Assn. of Insurance Commissioners. C. F. Liscomb of Duluth, the main speaker, was able to announce at that time that Mr. Johnson had been elected a vice-president of Minnesota Mutual Life. This was greeted with hearty applause from the group, particularly as it means that Mr. Johnson will continue to have his headquarters here.

Mr. Johnson was with Minnesota Mutual Life before he became commissioner, and he also operated a local insurance agency at Bemidji.

George Wells, vice-president of Northwestern National Life, and a former Minnesota commissioner, presided as president of the federation. Charles Laidlaw of Minnesota Farmers Mutual introduced the new commissioner, Armand Harris.

John Pearson, Indiana commissioner, extended greetings from Zone 4, and Superintendent Dineen of New York brought greetings from N.A.I.C. The latter was accompanied by Deputy Superintendent A. J. Bohlinger of New York.

Representatives of the all-industry committee proceeded to steal the show by staging a skit involving the use of lyrics composed by Henry Moser, general counsel of Allstate. The group sang beautifully and presented Mr. Johnson with two rabbits and a set of golf clubs. R. L. Hogg of American Life Convention, was a member of the all-industry chorus. Mr. Liscomb presented Mr. Johnson with a wrist watch in behalf of the federation.

Minnesota Mutual also advanced Walter J. Rupert, actuary, to vice-president and actuary, and C. L. O'Brien, who has had general charge of underwriting, to underwriting vice-president. Mr. Rupert joined the company in 1944 after being with Life of Canada. Mr. O'Brien has been with Minnesota Mutual 38 years and is a past president of the Institute of Home Office Underwriters.

## Truman Asks \$58 Million for Administering NSLI

WASHINGTON — President Truman, in his annual budget estimate, recommends appropriation of \$58 million for veterans insurance administration for the fiscal year beginning July 1, 1948. This is exclusive of trust accounts. Such expenditures will continue to decline in 1949, said the President. The cumulative cost to the government of insurance due to war hazards in the last war will exceed \$3.6 billion by the end of the fiscal year 1949.

The budget estimate of receipts of veterans insurance trust accounts is \$744 millions for 1949 fiscal, of which \$698 millions will be premiums, interest, etc., compared to \$806 millions and \$659 millions, respectively, in the current fiscal year. Expenditures from these trust accounts will increase from \$372 millions this year to \$376 millions next year. Net accumulations in the funds will show a decline, according to the budget, from \$434 millions in 1948 to \$368 millions in 1949.

## Issues C. L. U. Brochures

American College of Life Underwriters is publishing for use with its C.L.U. study supplements a series of brochures on topics which it considers to be covered inadequately if at all in available insurance texts. The first is "Needs and the Life Underwriter" by H. L. Sullivan, assistant manager group department, Massachusetts Mutual.

## The Two Thirds Time

Through the government printing office is being published a history of "The U. S. Army in World War II." It will appear, when complete, in 99 volumes and in preparation is said to be perhaps the most monumental history project ever attempted.

Only 34 of the 99 volumes will be devoted to telling the combat story of the war. The other volumes will deal with the problems in inducting, organizing, training, equipping, feeding, housing, et cetera.

It is significant that about two-thirds of the job is devoted to a history of the war other than fighting. This is important as giving some conception of the variety of preparations necessary to the winning of the war.

This is not unlike the situation which confronts a salesman of life insurance in civilian life, for in addition to working actively on the combat line the underwriter of today has to spend a goodly proportion of his time in preparation for the selling interview. When he realizes this important fact, the underwriter has a better sense of evaluating his time.

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## THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON  
President

INDEPENDENCE SQUARE, PHILADELPHIA

## Figures from Companies' Annual Statements

	Total Assets	Increase in Assets	Surplus to Policyholders	New Bus. 1947	Ins. in Force Dec. 31, 1947	Increase in Ins. in Force	Premiums Income 1947	Benefits Paid 1947	Total Disburs. 1947
Columbus Mutual	67,565,231	4,695,307	8,046,424	24,285,433	217,307,388	15,695,537	7,150,772	3,194,934	5,925,489
Great Amer., Kan.	3,303,844	232,975	341,692	2,513,432	16,778,222	1,005,866	431,548	145,131	339,735
Northern Life, Canada	19,272,871	1,406,214	546,673	15,504,637	101,033,937	9,096,661	2,305,222	1,051,499	2,143,082
Northwestern Natl. Life	155,632,364	14,974,194	10,132,544	126,196,322	743,957,689	58,731,141	19,901,628	7,750,068	15,998,867
Pan-American Life	84,123,669	8,303,588	5,307,987	57,566,564	316,453,168	33,010,305	13,834,685	4,490,685	10,239,858
Provident of N. D.	13,321,124	2,245,221	1,056,156	19,463,695	82,640,533	14,303,091	2,345,937	424,047	1,368,880
Southern Farm Bureau	510,051	113,123	436,311	21,547,750	21,471,750	462,126	16,954	16,954	377,490
Standard, Ind.	6,246,856	2,205,345	748,004	9,887,045	48,228,932	4,920,012	1,738,980	319,524	1,019,395
Sun of Md.	41,500,306	3,370,082	3,413,427	39,981,754	239,981,129	14,952,602	7,057,808	1,837,484	5,718,284
*Washington Life	616,734	—118,677	205,686	271,620	9,974,100	—3,538,500	118,383	178,140	124,059

\*Reinsured.

### H. L. Ekern Offers NSLI Dividend Plan

WASHINGTON—H. L. Ekern of Ekern, Meyers & Matthias, Chicago, proposed to the House veterans affairs committee that NSLI dividends be allowed on the basis of actual mortality contemplated by the CSO table rather than the American experience table on which it was based and that dividends be applied automatically to payment of premiums on NSLI policies, including lapsed policies. The excess would be credited to insured and paid in cash to

veterans surrendering policies or to their beneficiaries. Present accumulated dividends would be applied to reduce NSLI premiums.

Chairman Rogers of the committee characterized Mr. Ekern's plan as "interesting" and introduced his draft bill in the House. Mr. Ekern said his plan would keep NSLI policies alive for years. The difference between the two tables would result in savings on NSLI term policies of \$5.28 per \$1,000 for a veteran aged 18 at entry to \$4.13 for one entering at 38. He said dividends would not be paid in cash in most cases. Members of the committee showed keen interest in the proposal.

### N. Y. Bank Life Bill Endorsed by Agents

NEW YORK—At a special meeting in Albany last week the New York State Assn. of Life Underwriters endorsed the bill which will place savings bank life insurance in the state substantially under the insurance laws and the regulation of the insurance department. The bill, which was scheduled to go into the legislative hopper this week, would increase the limit of insurance savings banks are permitted to write from \$3,000 to \$5,000. The bill will also be sup-

ported by the savings banks and by domestic life companies.

David B. Flugelman, Northwestern Mutual, New York City, president of the state association, held a press conference to announce agents' support of the measure. He pointed out that New York is the first state where the savings banks and insurance interests have worked out a satisfactory solution, and that this may well set a pattern for other states. Massachusetts and Connecticut are the only other states having such insurance but other states have passed enabling acts and there has been agitation for authority to write life insurance by savings banks in additional states.

Agents in New York state now do not feel that they have to be concerned with S.B.L.I., and the state association committee on this subject probably will be disbanded.

#### Conference Committee

A permanent conference committee is to be set up, consisting of three representatives of savings bank life insurance and three from life insurance, to iron out any difficulties or differences. Of the three from insurance, two will be nominees of the state agents' association. Leroy A. Lincoln is the company representative, and E. R. Gettings, Northwestern Mutual, Albany, past president of the state association, and Spencer L. McCarty, executive secretary, are the state association representatives.

### John Marshall Fined \$600 for Mich. Group Violations

LANSING—Commissioner Forbes of Michigan has ordered John Marshall of Chicago to pay a fine of \$600 for providing coverage of ineligible persons in certain group hospitalization policies. The complainants were Michigan Hospital Service and Michigan Medical Service (Blue Cross).

The company and two of its officers were charged with six allegedly illegal acts in a complaint filed with the department upon which a hearing was held several weeks ago. The commissioner ruled, however, that only one actual violation was proved and, inasmuch as he felt the maximum penalty of \$100 fine per violation would be excessive, he assessed the fine on the basis of approximately \$25 per illegal policy written.

John Marshall was found guilty of insuring non-dependent spouses of female employees under group contracts, which is forbidden under Michigan law. Violations were found to exist in group coverage of Detroit Lubricator Co. (Motor Products Corp.), Mt. Carmel Mercy hospital, Lansing Dairy, Estill's cafeteria, St. Lawrence hospital, and Dudley Paper Co., Lansing. Some 24 cases were found to contain violations, on admission of counsel for the company.

The commissioner ordered John Marshall to cancel all of the illegal certificates.

Mr. Forbes also found a "possibility" that John Marshall had been guilty of "false and misleading statements" relative to its overhead operating costs and as to "significance of its limitations upon dividends to stockholders" in connection with "one or two cases, at least, in the solicitation of business." The formal charge, on this point, had involved Centrifugal Fusing Co., Lansing. Mr. Forbes said he was "not finding the company guilty on this count because I do not believe the company's intentions were to mislead" and he felt John Marshall is "to be commended in endeavoring to keep the expenses of doing business to a maximum of 12% of its income."

The commissioner enjoined John Marshall to exercise care "so that no statements are issued to policyholders or prospects giving them cause to believe that 88% can be returned to them in benefits and dividends less an amount for three months' reserve."



## Unique Friendship Builders

Backed by his Company's Lincoln Foundation, the LNL man has unusual opportunities for contacts, prestige, and publicity. Highly-valued but inexpensive Lincoln items such as statuettes, books, book ends, plaques, banks, paper weights, displays, pic-

tures, and literature are available for the LNL man's use in February and throughout the year.

These unique friendship builders provide another reason for our proud claim that *LNL is geared to help its field men.*

## The LINCOLN NATIONAL LIFE INSURANCE COMPANY

Fort Wayne 1, Indiana



# A Progressive Company

WITH THIRTY-TWO DISTRICT OFFICES IN FIFTEEN STATES

## NEEDS A COMPTROLLER



*We want the best man available  
and we are willing to pay him*

JANUARY 1947 PREMIUM INCOME	.....	\$341,561.58
FEBRUARY " " "	.....	316,831.14
MARCH " " "	.....	350,643.93
APRIL " " "	.....	411,587.52
MAY " " "	.....	385,893.24
JUNE " " "	.....	415,669.91
JULY " " "	.....	469,219.35
AUGUST " " "	.....	453,776.70
SEPTEMBER " " "	.....	486,862.81
OCTOBER " " "	.....	625,307.48
NOVEMBER " " "	.....	551,703.68
DECEMBER " " "	.....	745,695.74
JANUARY 1948 " "	.....	??????

*Now you know how badly we need you...*



**WRITE ME A LETTER. IT WILL BE TREATED CONFIDENTIALLY.**

**JOHN D. MacARTHUR, President**

**BANKERS LIFE and CASUALTY COMPANY CHICAGO 30, ILL.**

## Companies Have \$5 Billion to Place in '48, Says Foster

Life companies during 1948 will have something like \$5 billion available to buy new issues of corporate bonds, loans and stocks, state municipal bonds and real estate mortgages, Stephen M. Foster, economic adviser of New York Life, said at the American Management Assn.'s finance conference in New York City.

Mr. Foster arrived at this figure by taking the difference between total life insurance receipts and total expenditures, which he estimated in 1948 would be about the same as 1947 or about \$3.2 billion. To this he added an estimated \$1 billion from reduction of mortgages, and \$200 million from liquidation of "other bonds and stocks," minus \$100 million for increase in policy loans and minus \$100 million for expenditures on rental properties, plus a reduction in holdings of government bonds totaling about \$800 million.

## Franklin Life Has 41 Million Dollar Agencies

Forty-one Franklin Life agencies exceeded the \$1 million mark in net paid

business in 1947. The leading agency, Los Angeles, ended the year with more than \$10 million net paid business. Three—Washington, D. C.; Honolulu, and Springfield, Ill.—paid for over \$4 million each, while six more exceeded \$3 million.

Finishing touches are being completed on the 11-story addition to Franklin's home office. A three-day opening and dedication celebration is scheduled for February 18-20. Company representatives from all over the country will be invited.

## Memphis Round Table

MEMPHIS — Lloyd Ramsey, State Mutual, has been elected chairman, I. M. McFadden, New York Life, vice-chairman, and Lester Rosen, Union Central, secretary-treasurer of the Quarter-Million Dollar Round Table. Charles Moore, Connecticut Mutual, was named honorary president and Issac Loskove, honorary vice-president. There are 32 members.

## Lead Ohio State Life

Vernon Brown, Tiffin, O., of the Marion, O., agency of Ohio State Life, led in new business for 1947. Columbus was the leading agency, with nearly \$600,000 more than the runner-up. It has led in six of the eight years that R. G. Leuzinger has been general agent.

## Insurers Oppose Changes in Wage and Hour Code

WASHINGTON—Life company interests opposed changes suggested in wage and hour administration regulations at a hearing last week before a panel at the Department of Labor. Mutual fire and casualty companies suggested modification of the proposed changes.

Ralph H. Kastner, associate general counsel of American Life Convention, appeared in behalf of the life insurance interests. Garfield Brown appeared for American Mutual Alliance.

Insurance companies are particularly concerned about a proposal submitted by CIO interests that the wage and hour regulations be amended so as to include among classes of employees under the law and subject to its work, pay and overtime provisions, executive, administrative and professional employees receiving up to \$500 per month. The present top limit is \$200 per month.

Mr. Kastner stated life companies oppose this change in salary test and they are also against the proposal to disallow an administrative or professional status to an employee that engages in routine or manual work more than 20% of his time.

Mr. Kastner said the present wage and hour regulations have been satisfactory in their operation and the companies have arranged procedures to conform to them. There have been relatively few charges of law violation against insurers.

## Inability to Agree Stymies D. C. Group Law Change

WASHINGTON—Projected liberalization of District of Columbia life act provisions covering group insurance has been dropped for the time being, according to parties who participated in preliminary moves in that direction, owing to inability to reach agreement on the amendment because some life companies have conservative policies with respect to group while others are liberal.

Superintendent Jordan's position is that if the companies can agree upon proposed changes in the law he would be inclined to go along with them in securing its liberalization. He regards the District life law as obsolete with respect to group. However, he says nothing has been submitted to him for approval.

## Aetna Life Chief Talks at Chicago Agency Dinner

Morgan B. Brainard, president of Aetna Life and affiliated companies, was given an ovation for having been at the helm for 25 years at the annual dinner meeting of the Big 10 alumni of the Rockwood S. Edwards agency of Aetna Life in Chicago. He was one of a home office contingent of five men including R. B. Coolidge and W. H. Dallas, vice-presidents; J. G. Irving, medical director, and I. F. Cook, secretary of the group division.

Mr. Brainard spoke about the "amazing progress" of Aetna Life companies over the years and stressed the multiple line facilities of the group. Mr. Coolidge, who is in charge of agencies, honored the Edwards agency for again leading the country in Aetna Life last year, with he said, about 30% more paid business than the next nearest agency. Vice-president Dallas talked briefly and the other home office men were introduced.

Present from outside the city were Frank H. Plaisted, St. Louis; Paul M. Williams, Indianapolis; R. J. Curry, South Bend, and A. H. Hiatt, Minneapolis, all general agents who were developed as agents and supervisors in the Chicago agency.

Mr. Edwards presented plaques to Sam L. Berg, Samuel Klass, M. R. Bucieri, K. L. Hales, A. G. Franz and J.

J. Richards for outstanding achievement. Managers of the affiliated companies were guests.

## Trout Names Committees

Walter E. Trout, president of International Claim Assn, has completed his committee appointments.

John Ayer, New England Mutual Life, is chairman of the program committee for the annual meeting at Galen Hall, Wernersville, Pa., Sept. 20-22.

Heading the entertainment committee is F. X. Reilly, Guardian Life; law, J. K. Honey, Provident Life & Accident; transportation, L. L. Phelps, Great Northern Life; auditing, Douglas A. Bleas, Connecticut Mutual; group, R. J. Marler, Metropolitan Life; medical conference, A. G. Fankhouser, Continental Casualty; lay adjusters, H. S. Don Carlos, Travelers; claim standards, R. Vaughn White, Continental American Life; public relations committee, E. J. Bohne, Equitable Society.

## Dand Toronto Chairman

A. C. Dand, Travelers, has been elected chairman of the Toronto C.L.U. chapter. Vice-chairman is Melville H. Eveley, Prudential of England; secretary, M. L. Levy, Imperial Life; treasurer, Elliot Trend, Crown Life.



NOW GOING INTO THE MAIL ARE THE FIRST COPIES OF THE NEW PHILLIPS-HASLEY BOOK ON SELLING THE SALARY SAVINGS PLAN.

EARLY COMMENT FROM THE FIELD stresses the thoroughness of the text, its extreme practicability, the fact that it starts with prospecting and follows through to the final step of selling and servicing.

SALARY SAVINGS ties in unusually effectively with the current anti-inflation drive. Perhaps you saw the program of the New York Banker's Association emphasizing the importance of savings as an anti-inflation measure—and also the Treasury statements indicating a new salary allotment drive for bonds.

THUS TODAY WOULD SEEM TO BE A LOGICAL TIME to consider salary savings. For in addition to the usual arguments, you have the newly-added publicity given to savings as a weapon against inflation.

THE PRICE OF THE NEW BOOK IS \$3.25 WITH IMMEDIATE DELIVERY AS LONG AS THE FIRST EDITION LASTS.

PAUL SPEICHER  
Managing Editor  
**THE INSURANCE RESEARCH & REVIEW SERVICE**  
INDIANAPOLIS



**BRINGING IT CLOSE HOME**

WHEREVER you are in territory served by Occidental Life Insurance Company of California, you're close to an Occidental Group man.

He's a trained Group Insurance expert, but more than that, he knows the whole field of insured employee benefit plans.

Better still, he has the complete line of Occidental insured employee benefit plans in his working kit.

Best of all, he knows how to tailor fit these plans to the exacting needs of each individual case.

If it's a Group Insurance problem, don't give up until you've seen the Occidental Group man near you. He may be the most important new friend you make in 1948!



**ccidental Life**  
INSURANCE COMPANY OF CALIFORNIA

V. H. JENKINS, Senior Vice President

"WE PAY LIFETIME RENEWALS—THEY LAST AS LONG AS YOU DO"

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## Reserve Loan Makes Harlan Credit Insurance Manager

DALLAS—Reserve Loan Life has appointed W. L. Harlan as manager of its credit life insurance department and is revising its credit coverage and placing it on rates that will make it profitable for all banks to carry. Mr. Harlan has been general agent for Reserve Loan at San Angelo, Tex., and has handled all credit insurance for the company in west Texas for several years and has worked closely with bankers on their insurance and mortgage loan problems since 1941. The new credit coverage has been developed from suggestions and requests made to the company by bankers throughout the southwest and will be tailored to the needs of each bank. Plans are being installed in Texas and other southwestern banks and will be introduced in other states as fast as the organization can be expanded. Mr. Harlan has been for many years a consistent leader in personal production for Reserve Loan.

## Husband's Peace of Mind Held Best Wife-Motivator

PHILADELPHIA—Keystone group of the Life Advertisers Assn. had as its speaker Mrs. B. J. Kidd, vice-president of the Lewis & Gilman advertising agency, Philadelphia. Provident Mutual was host. She predicted that in the future life companies would give more thought to woman's influence on the sale of life insurance.

"Women are fatalists," she said. "If asked what she would do if her husband were no longer in the home the wife invariably answers 'Oh, I'd get along somehow.' And usually she does. But since women are most concerned with the welfare of those close to her in the family circle she is vulnerable to an appeal based on the peace of mind of her husband."

It is Mrs. Kidd's opinion that money is an intrinsic possession to men, but to women it has no significance except for what it will buy or do for members of her family.

## Attend Prudential Course

CLEVELAND—B. A. Patch, Jr., and Charles I. Holden, assistant managers of Prudential's Cleveland agency, attended a two-week series of company training conferences in Chicago to familiarize assistant managers and agency assistants with the latest developments in providing complete insurance service to the public. Mr. Patch, who is a CLU, has been with Prudential in Cleveland since 1931. Mr. Holden was transferred from the group department since last year.

## Union Mutual '47 Leaders

James D. Haber of the Robert L. Feldman, Pittsburgh agency of Union Mutual Life, led the company in paid production for 1947. Emile J. Dube, Springfield, Mass., was leader in the noncancellable sickness and accident department.

Leading agency for 1947 was Michael J. Denda, New York. The Fred T. Jordan home office agency was second.

Agency leaders in non-can were New York; C. Clement Easton, Springfield, Hugh L. Walker, Boston.

## NLRB Denies Certification

WASHINGTON—The petition of the United Office & Professional Workers of America, CIO, for certification as collective bargaining agent for Illinois industrial agent of Monumental Life has been dismissed by the national labor relations board. NLRB held inconclusive an election held to determine whether the CIO union or the Industrial & Ordinary Insurance Agents Council, AFL, should be designated. NLRB also said the CIO union failed to comply with requirements of the Taft-Hartley law for

## Prudential Develops Plan for Salaried Agents

Prudential has a salary plan which it is making available to its agency force. Details will be released shortly.

filing non-communist affidavits and financial reports. The proposed collective bargaining unit includes all Monumental's industrial agents in Illinois except those working in the East St. Louis area with headquarters in St. Louis.

## Evans Tops Home Agencies

The John H. Evans agency of New York City led Home Life of New York for 1947 with \$6,127,000, all from its 13 full-time agents.

## Coast Speakers Feted

Following the northern California sales congress at San Francisco January 21, Jul Baumann, general agent of Pacific Mutual Life at Houston and N.A.L.U. president, and all speakers on the program were the guests of West

Coast Life, H. Kenneth Cassidy and Ted Dreyer, general agents of Pacific Mutual, at a reception.

## Urge Speed on Quality Award

Sponsors of the national quality award are urging agents and companies to speed up the process of qualifying so that blanks will reach the sponsors before Feb. 28 deadline.

Victory medals and service ribbons were awarded to 10 veterans employed in the Little Rock agency, Aetna Life.



## WHO'S EXCITED!

Pardon me for flapping my wings . . . but even an old bird like myself can get pretty enthused about the terrific things that happened last year at the Mutual Benefit. That's why I couldn't help hopping out of the Company seal to tell you the story.

New business increased 23% over 1946! The total figure is quite a mouthful—even for me! \$208,382,906 to be exact!—39 million more than '46.

December was the biggest month we ever had. Over \$28,000,000 in paid-for new business. And remember, this was without the incentive of a pending contract change. We went CSO back in 1945.

Yet they tell me that these achievements are merely signs of things to come . . . that we're really on the move at the Mutual Benefit.

**THE MUTUAL BENEFIT LIFE INSURANCE COMPANY**

ORGANIZED IN 1845



NEWARK, NEW JERSEY

## EDITORIAL COMMENT

### Investment Research in Action

The well-buttressed conclusions regarding the housing situation which L. Douglas Meredith, executive vice-president of National Life of Vermont, presented to the joint congressional committee on housing at its invitation, point to a valuable function of the investment research committee which doubtless did not loom very large when the committee was being organized, namely to enable the life insurance business to foresee and argue convincingly against being involved in types of investments that might be politically popular but financially dubious.

Mr. Meredith is a close student of housing investments and is chairman of the subcommittee on post war housing of the investment research committee, which is a joint committee of the Life Insurance Assn. of America and the American Life Convention. He could doubtless have made, entirely on his own, a very convincing argument for not expecting the life companies to dump large chunks of their assets into housing projects merely in order to relieve the present acute shortage. However, with the full-time research efforts of the committee to dig out and marshal an unanswerable array of facts he was placed in a much more potent position as spokesman for the life insurance business than any individual, however brilliant, could have been by himself.

The joint congressional housing committee, according to reports emanating from Washington, was inclined to be irked at many of the life companies, particularly those in Hartford, for not jumping into the field of housing investments. Mr. Meredith's statement

to the committee, which occupied 11 typewritten pages, should have been an eye-opener to any group of men sincerely interested in the housing problem not only as an immediate situation but in all its long-term implications.

The core of Mr. Meredith's argument was that pumping great amounts of additional funds into housing projects would increase inflation seriously. Mr. Meredith pointed out that marked progress is being made toward lessening of housing difficulties, that a large volume of residential construction is going forward and the outlook is favorable, providing costs do not increase sharply. Ample financing at reasonable rates is available.

Evidence that some in Congress are quite willing to hold the life companies up to public criticism for not investing their funds in a manner that the critics consider socially desirable was evident in the hearings of the Temporary National Economic Committee some years ago. With the investment research committee functioning, the companies are far better able to cope with such half-thought out criticisms.

No matter how much the life companies might like to alleviate the distressing housing shortage to an even greater extent, they owe an obligation to policyholders and beneficiaries not to do anything that would further increase inflation, besides, of course, refraining from making investments that might be inferior in return and security to those they would make if they relied solely on hard-headed business judgment rather than being influenced by demagogic pressure.

of Northwestern Mutual Life and president of the Milwaukee Junior Chamber of Commerce, was awarded the chamber's distinguished service award for distinguishing himself in civic activities.

K. H. Fisk and H. E. Blagden, whose advancement to second vice-president



K. H. Fisk



H. E. Blagden

was reported in last week's issue, have been with Prudential since 1941 and 1930, respectively. Mr. Fisk was in the investment business for 15 years, following his graduation from Harvard in 1926, before joining Prudential. Mr. Blagden was in the actuarial field in England and Canada before joining Prudential as a mathematician. He is a native of England.

V. J. Skutt, vice-president of Mutual Benefit Health & Accident and United Benefit Life, has been named president of the Omaha Community Chest. He has served on the chest board since 1946.

## DEATHS

### Cruse, General Counsel of Prudential, Dies at 49

Donald Cruse, 49, general counsel of Prudential, died of a heart ailment. He had been with the company since 1938 and was made general counsel in 1944. Mr. Cruse was born in Washington and graduated from Williams College in 1922. He studied law at Columbia University law school and was admitted to the New York bar in 1926. In 1936 he became general counsel for Commercial Solvents Corp. and resigned two years later to enter the law department of Prudential as assistant general solicitor.

Ernest D. King, Jr., 44, licensing examiner of the Tennessee department for 10 years, died following a heart attack. Before joining the department he was with National Life & Accident for about 10 years.

Frank O. Williams of Cleveland, who died recently at the age of 94, had represented National Masonic Provident of Mansfield, O., since 1914. At the time of his death he was still a licensed agent and had received a commission check just several days prior to his death.

Dr. W. D. Heaton, 58, a medical director of New York Life, died at his office, at the company headquarters. He joined New York Life after the first war.

Reuben Gustafson, 52, agent of Massachusetts Protective and Paul Revere Life at Green Bay, Wis., died at a Baldwin, Wis., hospital from internal injuries sustained in an automobile collision

near the latter city. Mrs. Gustafson and a daughter sustained serious injuries and are confined to the hospital.

W. Westwood Cooke, 43, Boonville, N. Y., district manager for Prudential for the past two years, died in a Syracuse hospital.

E. M. Winslow, 63, district agency secretary at the home office of John Hancock Mutual, died at his home after a long illness. He joined John Hancock in 1900 as an office boy.

### Travelers Premiums Up \$57 Million Over 1946

Premium income of the entire Travelers organization last year reached the all-time record high of \$355,518,000 which was an increase of better than \$57 million over 1946. Life insurance premiums at \$138,936,000 were up 6.2% while A. & H. premiums of \$50,246,000 were up 18.5%.

New life insurance paid for was over \$993,300,000. This does not take account of additions under group policies which totaled \$1,146,000,000.

### Building Plan Opposed

HARTFORD — Connecticut Mutual has run into opposition to its efforts to obtain a zone change to permit construction of a \$1½ million building near Hartford hospital to house doctors' offices, a pharmacy, and other related businesses. Among the objections were that the stores would harm nearby businesses and that congestion would be increased. However, hospital representatives at the hearing urged the need for such a building and said it would improve medical care. F. J. Eberle of Connecticut Mutual said that plans for the building combine the best practices in professional building planning.

### McKean Led Berkshire in '47

Robert A. McKean, Jr. of the Stevenson agency, Pittsburgh, was leading personal producer of Berkshire Life for 1947. He was also the leading producer for the 22 months March 1946 to January 1948. He was elected 1st vice-president of the Rhodes Club for the years 1948-1949. He was president in 1941-1942.

On Jan. 1 the Stevenson agency appointed Mr. McKean associate general agent.

### Shoul Led Mutual in '47

J. W. Shoul, Boston, led all agents of Mutual Life in volume for 1947 for the third consecutive year. Louis Meister, Hartford, was second and S. S. Herwitz, Cincinnati, was third. In paid applications Adrian Fisch, St. Paul, led for the second consecutive year. Henry Burich, Minneapolis, was second and W. Frees, Sioux City, was third.

### Gilbert Stephenson Speaks

MADISON—Gilbert Stephenson, director of trust research in the graduate school of the American Banking Assn. Institute, addressed the Madison C.L.U. He explained the agent's part in helping to draft wills and trust agreements. Registrations are being accepted for C.L.U. classes for the second semester, it was announced.

## PERSONAL SIDE OF THE BUSINESS

Roy Sheldon of the Russell L. Hoghe general agency at Los Angeles of Equitable Life of Iowa was top producer for the company country-wide in 1947.

George A. Adsit, executive vice-president of Girard Life, who has been away from his office for some time because of illness, is now back at his desk.

Hollis L. Woods, general agent in Hartford of Mutual Benefit Life, has been reelected president of the Automobile Club of Hartford. He was also reelected to the board of governors. The club conducts a safety program school.

S. Gundelfinger, superintendent of the statement analysis division of the California department, is retiring April 1, having reached the retirement age under state regulations. He has been with

the department since 1925 and will be succeeded by Leo Sellinger.

W. M. Duff, general agent of Equitable Society in Pittsburgh, is the author of "The Pittsburgh Life Insurance Field" in the January issue of "Greater Pittsburgh" published by the Pittsburgh Chamber of Commerce.

J. Harold Kay, Newark general agent of Security Mutual Life, has been appointed to the faculty of the Vale School of Business, Newark, where he will instruct in life, accident and health insurance.

Ottie Cochran, general agent for Reliance Life in Pittsburgh, is listed among the top 10 "old newsboys" contributing most to the annual campaign to raise funds for the care of cripple children.

Stanley V. Jacobson, assistant counsel

## THE NATIONAL UNDERWRITER

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## Continental Managers Aim for Billion

(CONTINUED FROM PAGE 3)

in order to gain further prospects by saying: "If you were going to enter my business, who would be your first prospect?" He has found that people like to help and like to picture themselves successful in another man's business.

Philip Belber, Newark, who was presiding as president, commented at this point that very few small business men today have a net worth of less than \$60,000 and they constitute an underworked field.

Leonard Kramer of the Chier agency in Milwaukee, a \$500,000 producer in his second year in the business, described the Purdue marketing course which he has just completed. He interlarded interesting statistics which attested to the success of the Purdue course with humorous selling anecdotes. He told, for example, how when interviewing a stubborn farmer, he points to the various buildings and equipment on the farm and asks if these are insured. The answer is invariably affirmative. Then he points to the outhouse and asks the farmer if that is insured. The answer is always in the negative. "I see, you and the outhouse," Mr. Kramer comments, and the Wisconsin farmer usually buys.

Myron Beitman, million dollar producer, lawyer and C.P.A. of the firm of Jaffe & Beitman of Harrisburg, Pa., declared that the "golden goose" of pension plans is dying, but that a second goose, his brother, is becoming increasingly important in the form of deferred compensation plans. He said the agent should not lose sight of the fact that these executive pension plans have as a main objective the production of retirement income for top executives with tax advantages merely incidental.

Theodore Whitesell, millionaire from Easton, Pa., sandwiched in between Pennsylvania Dutch dialect jokes his sales philosophy that a good many of the statistics, figures and elaborate sales approaches can be thrown out the window in smaller town operations. He employs an emotional appeal and often asks the prospect, "whom are your children and wife going to move in on when you die?"

E. L. Martin, assistant secretary, in describing the home guarantee, the mortgage insurance plan of Continental, said that while banks and federal and state licensed savings and loan associations should be written on a franchise basis, mortgage loan agencies and real estate agencies can be handled on a contract basis in most towns. He said that banks are particularly tough to close and are eligible only if they have a small loans privilege. He said demand for mortgage insurance is forcing into co-

operation banks and other institutions which have been reluctant to cooperate with insurance companies. The Continental arrangement generally allows for a 5% loading above another 5% allowed for the expenses of bookkeeping for the cooperating institution.

E. O. Johnson, life manager of Stewart, Keator, Kessberger & Lederer, Chicago, treated the brand of persuasion he uses to induce veteran general insurance brokers to write life insurance. He said that the purely life producer spends 75% of his time prospecting and that the established broker already has his life insurance prospects among his clientele on other lines. He tells the brokers that if they do not write life insurance on their clients, some life insurance man is going to do so and may perhaps some day get their other insurance.

Thomas Auld, Trenton, N. J., immediate past president, presented a caddy cart to Ray Moore, Cedar Rapids, retiring president.

R. M. Vetter, Madison, Wis., told his hearers to tell their agents to sell the hidden values which may be bought or created by life insurance. After one of his famous card tricks, Mr. Vetter gave several hints that have worked sleight of hand in sales for him. When he receives a policy which is unexpectedly substandard, Mr. Vetter puts it in his drawer and leaves it there for several days. In the meantime he tells the prospect he is having a little trouble that he may be rated up \$20 or \$30 per \$1,000. Within a few days Mr. Vetter drops in on the client and brings home to him the point that the extra mortality means he needs the policy that much more. He tells the prospect that he is going to use his influence to get as good a rate as possible in the light of his medical history. When Mr. Vetter finally delivers the policy which is actually only rated at \$7 per \$1,000, the client is overjoyed to get this "break."

Dr. Dingman advised the general agents and managers to "push their luck" while riding on the crest of the sales wave. He commented that an extra million babies were born during the past year as compared to pre-war years and cited a case where \$100,000 was written on a six month old baby along with a similar policy on her six-year-old sister. He termed one of the prime considerations in the underwriting conferences of the company is whether the agent on the case has a reputation for submitting all the facts.

Howard C. Reeder, vice-president, discussed the new rate book.

The officers and directors of the association plan to meet again in May.

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## AMONG COMPANY MEN

### Pan-American Ups Trotter and Nolan

Pan-American Life has promoted J. Bruce Trotter from assistant superintendent of agencies to associate superin-



J. BRUCE TROTTER

tendent of agencies and R. A. Nolan from security analyst to assistant treasurer.

Since 1918 Mr. Trotter has served in the actuarial, accounting and conservation departments; as cashier of the Louisiana department, assistant supervisor of conservation, agency assistant and agency secretary, becoming assistant superintendent of agencies in 1940. He will be in charge of developing new organization and handling the finance plan for new organization.

Mr. Nolan joined Pan-American in 1930 and was later promoted to policy registrar. In 1941 he took the L.O.M.A.

### Mutual Benefit Life Realigns Titles

Carrying forward its program of organization along functional lines and the use of more definitive titles, Mutual Benefit Life has made a number of agency department charges, including some shifts in activity and some new title designations.

R. E. Pille, associate superintendent of agencies since joining the company in May, 1947, becomes director of agencies, a new title in the company, supplanting that of superintendent of agencies. He succeeds H. Bruce Palmer, recently made agency vice-president. Mr. Pille was formerly with Connecticut Mutual and Travelers. He is a graduate of Harvard and of Harvard law school.

W. B. Fariss, elected director of field personnel, and G. B. Gordon, elected director of advanced training, will join the company Feb. 1, and Feb. 16, respectively. Mr. Fariss, veterans' coordinator at University of Michigan, gained wide experience in personnel matters during his army career. Mr. Gordon, educated in law and economics, has had extensive experience as an agent, specializing in estate planning and business problems, and has been a Prentice-Hall editor.

John Poinier, agency assistant in the field service division for over a year, was elected regional superintendent of agencies under a new organizational step which divides responsibility for supervision of agencies on a geographical basis.

R. W. Wilkinson and J. O. Wilson were also named regional superintendents of agencies, transferring their activities from training to that of field supervision. J. P. Moore, Jr., assistant superintendent of agencies, has been named director of agency finances. H. E.

examination on investments and received the second highest ranking. He has been security analyst for five years.

Wharton becomes assistant director.

John D. Brundage, assistant superintendent of agencies in charge of sales promotion activities, becomes director of sales service.

C. Hawes, continues as director of anagraph training.

L. W. McDougall, recently became director of management training. He was formerly general agent in Columbus.

Ira W. Shattuck becomes agency secretary. He was assistant secretary in charge of agents' contracts and licenses, records and department personnel and procedures.

### Dr. Beard, W. F. White Advanced

Mutual Life also advanced Dr. J. Randolph Beard, Jr., to medical director from associate medical director. He was in the navy before joining the company two years ago. He graduated from Wesleyan and received his medical degree from Cornell.

W. Franklin White, assistant secretary in charge of disability underwriting since 1943, becomes associate underwriting executive. He started with Travelers, later being assistant superintendent of A. & H. underwriting for Metropolitan Casualty and the Eagle-Globe-Royal Indemnity companies.

### Redeker General Counsel of Fidelity Mutual Life

Secretary Harry S. Redeker has been elected general counsel of Fidelity Mutual Life, succeeding George H. Wilson, who retired. H. L. Archey, Jr., formerly assistant secretary, becomes secretary and will continue with the department of administration. R. H. Hollenberg, assistant counsel, becomes associate general counsel.

Mr. Redeker was born in Philadelphia and is an alumnus of the University of Pennsylvania school of commerce and its law school.

Mr. Archey also is a graduate of Wharton school. In 1928 he joined the actuarial department of Fidelity Mutual and for 11 years was in charge of its policyholders' service division. In 1943,

after a short period of service in the army, he returned as statistician. He was soon appointed assistant secretary.

Mr. Hollenberg graduated in 1929 from University of Pennsylvania and from its law school in 1932. He was associate business manager of the "Law Review." For 2½ years he was with the law firm of Brown & Williams in Philadelphia. He has served as legal assistant in the mortgage and real estate department of Fidelity Mutual and since 1946 as assistant counsel.

### Manufacturers Advances Dunlop and Anderson

Manufacturers Life has appointed Dr. T. C. Dunlop, assistant medical director and N. M. Anderson group secretary in



Dr. T. C. Dunlop N. M. Anderson

charge of the group department. Dr. Dunlop joined Manufacturers a year ago after extensive civil and military medical practice. He received his medical degree from University of Toronto, interned in Toronto, practiced in Brooklyn and was on the Toronto hospital staff. During the war he served overseas.

Mr. Anderson joined Manufacturers on graduating from University of Toronto in 1931. He went into group work in 1935 after experience in the actuarial department. He served in the Canadian navy in the war.

### K. C. Life Advances Two

Kansas City Life has advanced Louis Marks, assistant controller since 1939, to controller, and J. T. Langston, with the company since 1934, to assistant secretary.

Charles L. Neely, Memphis lawyer, has been elected a director of Columbian Mutual.

B. B. Rekus, New York Life, Chicago, has qualified for the 1948 Million Dollar Round Table. He joined New York Life in 1938 and has been on the App-a-Week list ever since.

## ACCIDENT

### Cahalane Resigns as Mass. Blue Cross Director

R. F. Cahalane has resigned as executive director of Massachusetts Blue Cross. Roger W. Harey, Boston attorney, will take over as acting director.

The announcement of Mr. Cahalane's resignation came as the directors met for a showdown on difficulties which have plagued Massachusetts Blue Cross for many months, and follow immediately proposals for a drastic reduction in benefits. Last June rates were increased 47% for individual members, 97% for husband and wife and 62½% for families.

The financial embarrassment of the service was brought to light in a hearing last September, and since June, 1947, it has been paying hospitals only 90% of each bill presented.

### Jones on Prospecting

Hartford Assn. of Accident & Health Underwriters heard M. F. Jones, assistant agency supervisor of Travelers, speak



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on "Prospecting—the Foundation for Adequate Planning." Robert I. Hewitt of Monarch Life, a member of the American Explorers Club in New York, showed color stills and movies of explorations he has made in Idaho.

### Kunis Reviews Challenge to Accident-Health Business

Accident and health insurance is facing a challenge today, A. Maxwell Kunis, associate actuary of the New Jersey department, told the New Jersey Accident & Health Underwriters Assn. at its luncheon meeting at Newark.

Among the factors he mentioned are settlement of claims and the present cash sickness benefit agitation.

To offset some of the troublesome factors, he recommended that there "be a liberalization and simplification of policies, extension of better service on the part of the agent, and better settlement of claims."

He urged that the agent explain the coverage of a policy fully to his client, which will build up prestige for both agent and company. A question and answer period followed the address. About 60 members and guests attended.

### Gordon at Los Angeles

LOS ANGELES—Harold R. Gordon, managing director Health & Accident Underwriters Conference, spoke to Los Angeles Accident & Health Managers Club on the accident and health situation, after extending greetings from the conference and from Chicago A. & H. Assn. He reported on the regional meetings the conference is holding and told of their success. He spoke of Blue Cross competition and the fact that it has had to make three rate increases. He declared now is an opportune time for private carriers to extend their activities. He said the trend of the times is toward cooperation with the non-profit organizations.

He advocated development of franchise coverage and said that if developed it will beat government plans. He said that 93% of firms have less than 50 employees and this fact offers an opportunity for franchise sales.

Walter E. Mast, past president of California Assn. Accident & Health Managers Clubs, installed the club's new officers, headed by Robert Kelly, Emmett & Chandler, as president.

### Leaders at Fond Du Lac

FOND DU LAC, WIS. — Alfred K. Perego, Wisconsin National Life, president Wisconsin Assn. of Accident & Health Underwriters; Carl A. Ernst, North American Life & Casualty, Milwaukee, president and national executive board member, and Leo Packard, Loyal Protective Life, secretary of the Milwaukee and Wisconsin associations, spoke at the luncheon meeting of the

Fond du Lac County association here. They discussed the purposes and needs of agents' organizations from the local level, through state to national groups, to further the interests of the agents and the business. Grant Nault, Old Line Life, local state director, also spoke. James Carr, Time, local president, introduced a delegation of accident and health men from the Sheboygan area who are affiliating with the Fond du Lac group until they form their own association.

### Barrett Conducts Clinic

At the first luncheon meeting of the year of the Kansas City Accident & Health Underwriters Assn. Robert J. Barrett, Occidental Life, conducted a sales clinic.

### Conn. Doctors' Plan Losing Out

HARTFORD — Only a sudden reversal of opinion on the part of the state's physicians and surgeons can save the prepaid surgical and obstetrical insurance plan proposed by a committee of the Connecticut Medical Society. All eight county medical societies have now voted on the plan, devised by a committee that spent nine years in the task. The vote in favor was five to three, with the rural areas approving and the societies representing the big cities strongly opposed.

Since the urban societies' membership greatly outnumbers the rural ones, there is no likelihood that the state organization's house of delegates, meeting here Jan. 28, will approve the plan. Many city doctors consider the fee schedules too low, while country doctors, for the most part, found them adequate.

### McCormack to Blue Cross Post

John F. McCormack, former superintendent of Presbyterian Hospital, has been appointed executive vice-president of United Medical Service of New York. He is a past-president of the New York State Hospital Assn.

### Blue Cross Raises Rates in Md.

Commissioner Hanley of Maryland has approved an increase in Blue Cross rates and extension of coverage. It is expected the change will take place May 1.

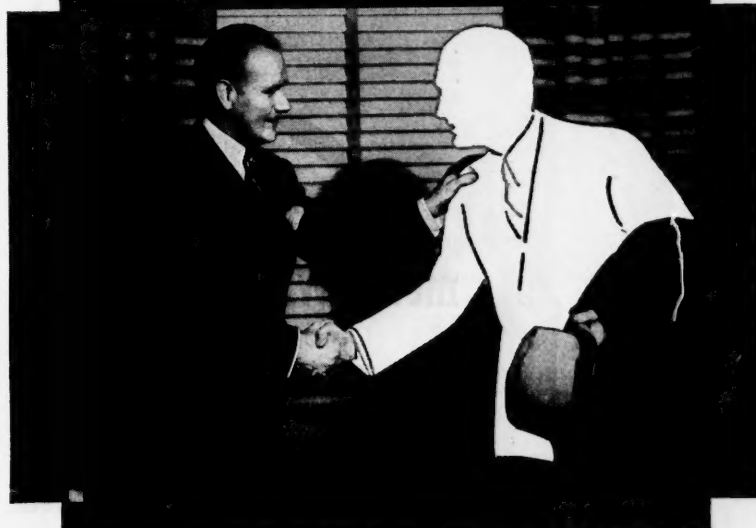
On the group basis, rates will be raised for individuals from 75 to 90 cents, and for families from \$2.40 to \$2.60.

Private room allowances would be increased from 50 to 75% for extra charges and daily benefits of \$2 a day would be raised to \$3 a day after the 21-day full coverage period.

### Publish Booklet on Blue Cross

U. S. Public Health Service has published a comprehensive booklet on Blue Cross and medical service plans, giving detailed information on the operations of the 81 Blue Cross plans and the vari-

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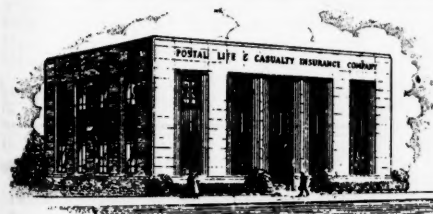
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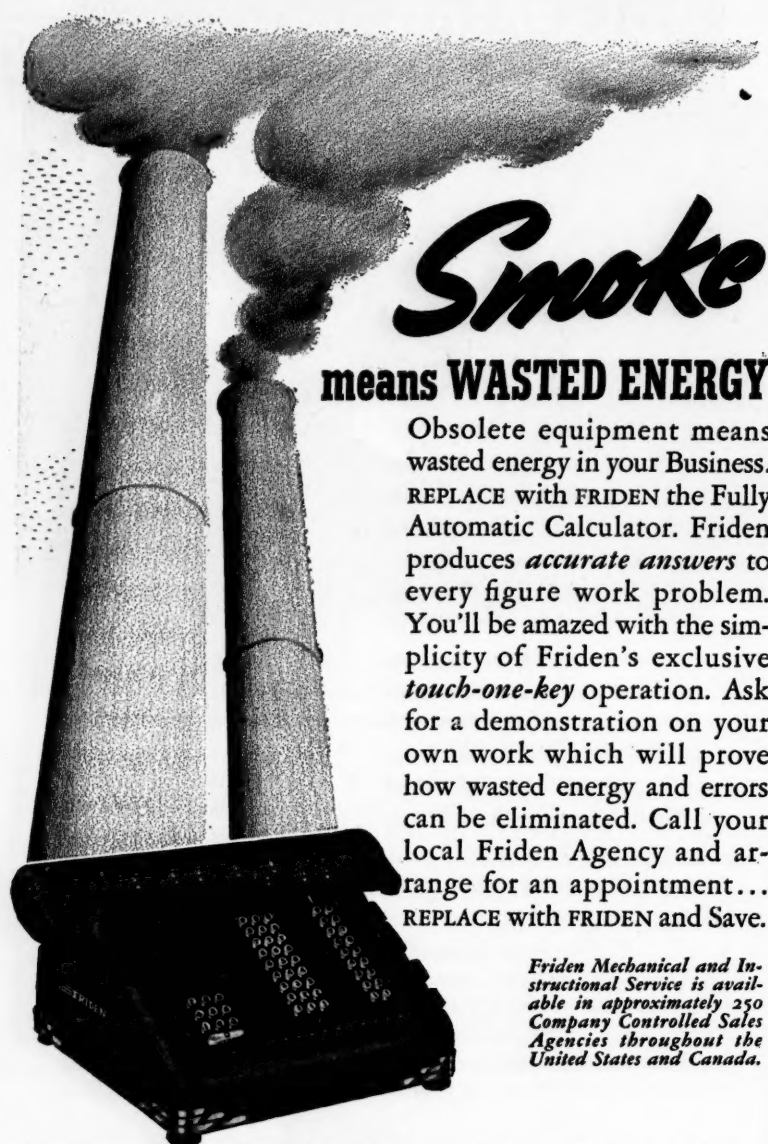
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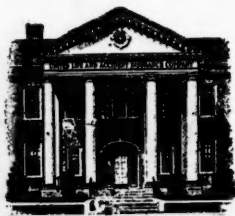
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ous physicians' services. There are tables and graphs showing the growth of plans, income, expenses, and hospital charges. The appendix includes a resume of commercial hospital, surgical and medical coverages. Copies may be obtained from public inquiry section, U. S. Public Health Service, Washington 25, D. C.

## CHANGES

### N. Y. Life Makes 5 Western Managerial Appointments

New York Life has made these managerial reassignments in its Pacific division: Manager J. D. Dunning goes from Spokane to San Diego. Manager J. A. Roble goes from Honolulu to Spokane. J. O. Cullen, formerly assistant manager at San Francisco, becomes manager at Honolulu. R. E. Dye, formerly associate manager at Oakland, becomes manager at Hollywood. R. R. Stewart, formerly associate manager in San Francisco, becomes manager at Oakland.

Mr. Dunning attended Milliken University and graduated from University of Illinois, joining New York Life in 1930 at Springfield, Ill. He served as assistant manager there, at Indianapolis, and at Louisville, as manager at Waterloo, Ia., and training supervisor for the Pacific division, becoming manager at Spokane in 1946. He was a naval officer in the war.

Mr. Roble joined New York Life in Honolulu in 1937, after having been confidential secretary to former Governor Judd. He became assistant manager at Honolulu in 1939, and manager in 1946. He was an army officer in the war.

Mr. Cullen, a graduate of University of San Francisco, joined New York Life in 1940 in San Francisco, later becoming assistant manager there. On leaving the navy as a lieutenant-commander he became assistant manager of New York Life's other San Francisco agency.

Mr. Dye, a graduate of University of California, joined New York Life in 1939 at Oakland. He was appointed assistant manager there in 1941, becoming associate manager a year ago. He was an army officer in the war.

Mr. Stewart, a graduate of Stanford University, joined New York Life in 1935 in San Francisco, becoming assistant manager in 1936 and associate manager in 1945. He was a wartime naval officer.

### One Manager Appointed, 3 Shifted by Metropolitan

Leon A. Reichenberg has been appointed secretary of the Compton (St. Louis) district of Metropolitan Life, succeeding Cornelius T. Lane, who has been transferred to the O'Fallon Park office in St. Louis.

Mr. Reichenberg joined Metropolitan in 1935, and the following year was promoted to assistant manager. In 1942 he was made a field training instructor for the southwestern territory, and later became field training instructor at the home office. In 1946 he was made a supervisor in the southwestern territory.

Mr. Lane in his new position succeeds George H. Means, who has been placed on disability.

Mr. Lane started with John Hancock Mutual and Missouri Ins. Co. before joining Metropolitan in 1931. In 1944 he was appointed manager at Lincoln, Neb. He was transferred in 1947 as manager to the Compton office in St. Louis.

George E. Schlemmer has been transferred as manager to the Chouteau (St. Louis), Mo., office succeeding Norval S. Pierce, who has been transferred to Houston. Mr. Schlemmer has been

manager at St. Joseph, Mo., since 1946. Dwight L. Brouhard, who has been manager at Wichita, has been transferred in the same capacity to the office in the same capacity to Moberly, Mo. He succeeds Harry Lucas, who has been transferred as manager to Salina, Kan.

Mr. Brouhard became manager at Wichita in 1941.

### Union Mutual Names Kinane in Syracuse

Union Mutual has appointed John J. Kinane general agent at Syracuse. He will handle the central New York territory. Mr. Kinane, who is 32, succeeds the late W. E. Cunningham.



J. J. Kinane

A native of Syracuse, and in the insurance field since 1938, Mr. Kinane has been with Aetna Life in Syracuse. Mrs. Kathleen Ryan will continue as cashier under the new general agent. Mr. Kinane attended the George Junior Republic at Freeville, N. Y., a unique educational institution, which Mr. Kinane served as attorney-general. He is now president of its alumni association.

Mr. Kinane was personnel director of the Kilian Manufacturing Co. during the war, then returned to insurance and graduated from the Aetna Life school in 1946. He is a member of its Leaders Club and was a featured speaker at the Aetna regional in Quebec last July.

### Clay Hamlin's Son Named Associate General Agent

Clay W. Hamlin, Jr., has been appointed associate general agent in the Buffalo agency of Mutual Benefit Life. With the agency for six years, Mr. Hamlin, Jr., has recently been assisting his father, who is general agent, in management work. Mr. Hamlin, Jr., studied journalism at Rutgers University. He became a claim adjuster and later a life agent. In 1947 he qualified for the President's Club.

### Ethel Newman Philippine Manager for U. S. Life

Mrs. Ethel L. Newman has been appointed secretary and general manager for the Philippines by United States Life. She entered the life insurance field in 1929 following six years in Russia, where she did social service work and was private secretary to the general manager of a mining concern. Stopping off in Shanghai on her return home, she decided to remain there. She worked with the American International Insurance group for some years, then joined U. S. Life. She was elected assistant secretary in 1938.

In 1940 Mrs. Newman went to the

Southern California life insurance company has need of a man familiar with premium accounting or actuarial work on I.B.M. equipment. We also need two men with extensive experience in a home office for use in our Planning Department. Give detailed outline of experience, when available, and age. Address O-60, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

Follow Actuarial Society and American Institute of Actuaries interested in new connection. 25 years' experience all phases actuarial work including underwriting and administration all types group insurance and retirement programs. Address O-63, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

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Philippines, where she organized an of-  
fice of issue for the U. S. Life. She con-  
tinued as resident secretary there until  
the outbreak of the war. After libera-  
tion from the internment camp she was  
placed in charge of the Hawaiian head  
office. She is a graduate of Oregon  
State College, where she majored in  
business administration and office man-  
agement.

## State Mutual Appoints Mackowski in Bradford, Pa.

State Mutual Life has appointed W.  
D. Mackowski as general agent in  
Bradford, Pa., suc-  
ceeding R. B.  
Bromeley. Mr.  
Mackowski is a  
past president of  
the McKean Coun-  
ty Life Underwrit-  
ers Assn. Since  
leaving the army  
he has been with  
State Mutual as  
agent and associate  
general agent. His  
appointment is ef-  
fective Feb. 3,  
when the agency  
moves to its new  
office at 207 Hooker-Fulton building.

Mr. Mackowski became a captain dur-  
ing the war, serving in four European  
campaigns and receiving the purple  
heart, bronze star medal and combat in-  
fantryman's badge.

## Robison Franklin's Kansas City Regional Manager

Franklin Life has appointed Ray S.  
Robison as regional  
manager in Kansas  
City. He was for-  
merly with Provid-  
ent Mutual. He  
served in the army  
air forces, was 31  
months overseas,  
becoming a major.  
Mr. Robison re-  
turned to Provid-  
ent Mutual as su-  
pervisor in Kansas  
City and in 1946  
qualified for its  
Leaders Club.

## Clover, Jr., Named in Mo. Post by Penn Mutual

Wayne Clover, Jr., son of Wayne  
Clover, general agent at Kansas City,  
for Penn Mutual Life, has been ap-  
pointed district manager at Columbia,  
Mo.

Mr. Clover is a graduate of Kansas  
University. He has been with his  
father's agency since 1946.

## Jordan Asst. General Agent

Earl C. Jordan of Chicago has been  
appointed assistant general agent of  
Aetna Life in Albany, N. Y., associated  
with H. N. Lonergan, general agent.

A native of Maine, Mr. Jordan was  
graduated from University of Wisconsin  
in 1939, and has been an agent and su-  
pervisor in the Edwards agency at Chi-  
cago. During the war he was a first  
lieutenant in the army.

## Martensen Field Assistant

Harold T. Martensen, who has been  
with the Kay agency of Security Mutual

Life at Newark about a year, has been  
promoted to field assistant in northern  
New Jersey.

## Franklin Names Two

Franklin Life has appointed W. Guy  
Smelser, formerly manager for Ameri-  
can National, as associate general agent  
in Knoxville and C. B. Potter, formerly  
district manager of Penn Mutual, as  
general agent in Elgin, Ill.

Roland A. MacGown, Ellsworth, Me.,  
was elected president of the second  
school of Union Mutual Life for new  
agents which was completed Jan. 16.

## SALES MEETS

### B. M. A. Stars Meet at Boca Raton

Business Men's Assurance held a four-  
day meeting of its leading agents at  
Boca Raton, Fla.,  
with 440 agents  
and wives qualified  
for attendance.

Principal speakers  
at the two business  
sessions included  
W. T. Grant, chair-  
man, who reviewed  
the company's  
progress and point-  
ed to future oppor-  
tunities; W. H.  
Gruver, Lebanon,  
Ind., president of  
the leading produc-  
tion club; Milton  
Ladish, Chicago, vice-president; A. L.  
Wolf, Flagstaff, Ariz., president of the  
1948 production club, and C. W. Cooper,  
Iola, Kan., vice-president.

H. G. Horn, Portland, Ore., leading  
1947 producer, described unusual sales  
opportunities and J. C. Higdon, com-  
pany president, spoke on "What of the  
Future?" J. W. Saylor, vice-president  
in charge of sales, presided.

### I.B.M. Man Speaks

Principal speaker at the all-star lunch-  
eon was Dr. Dwayne Orton, educational  
director International Business Ma-  
chines. Mr. Grant presented awards  
to the members of the 1948 honor clubs.

## Berkshire Meets at Palm Beach

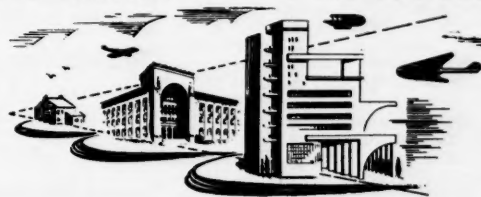
The Rhodes Club, Berkshire's produc-  
tion club, met at Palm Beach. Qualified  
agents, general agents, agency super-  
visors and home office officials attended.  
Talks were made by H. L. Amber, presi-  
dent; W. Rankin Furey, vice-president  
and director of agencies; George Feld-  
man, Jersey City, retiring club presi-  
dent; J. E. Ryan, Pittsfield, president for  
1948; H. S. Hart, assistant director of  
agencies; Dr. Frank Harnden, medical  
director, and L. B. Hendershot, director  
of sales promotion.

Besides Mr. Ryan, new club officers  
are R. A. McKean, Jr., Pittsburgh, 1st  
vice-president; G. F. Martin, Jr., Pitts-  
burgh, 2nd vice-president, and R. Bruce  
Sweet, Buffalo, secretary and treasurer.

The general agents association elected  
G. N. Matthews, Buffalo, president; W.  
C. Doll, Cincinnati, vice-president, and

# FIDELITY

THE COMPANY BACK OF THE CONTRACT



## THREE AGES OF AN INSURANCE INSTITUTION

THE PAST in which the foundation, strength and  
character of the Institution have been  
formed.

THE PRESENT where the accumulation of  
experience is being put to its best use  
and where the greater foundation for  
the future is being laid.

AND THE FUTURE which will be built on all  
past experience and on the vision which  
is at work today.



## The FIDELITY MUTUAL LIFE INSURANCE COMPANY

THE PARKWAY AT FAIRMOUNT AVENUE  
PHILADELPHIA • PENNSYLVANIA

A GOOD SLATE  
FOR '48



# PHILADELPHIA LIFE

Established 1906

WM. ELLIOTT, President  
B. S. BALCH, Superintendent of Agencies

## INSURANCE COMPANY

PHILADELPHIA 7, PA.

*In the West it's*

# WEST COAST LIFE

INSURANCE COMPANY

HOME OFFICE • SAN FRANCISCO

J. W. Fox, Jersey City, secretary and treasurer.

The next club conference will be at Chateau Frontenac, Quebec, in September, 1949.

## State Mutual Agency Heads to Gather at Home Office

The General Agents Assn. of State Mutual is to meet in the home office city, Worcester, Mass., Feb. 9. The session will be preceded Sunday by a reception. Meetings will be in the lounge of the home office. Elmer L. Beesley, Syracuse general agent, is president.

State Mutual's annual meeting will be held Feb. 10 and the agency department has scheduled two meetings Feb. 10-11 to assist the general agents in their agency building plans this year, the program being on recruiting and training of new organization.

Raymond W. Frank, Chicago general agent, is nominating committee chairman this year.

## Holds 4-Agency Meeting

L. B. Leflar, general agent of Bankers Life of Nebraska at Kansas City, was host to his own agents and to the company's general agents and agents from Springfield, Nebraska City, and Red Oak at a meeting at which Henry Fouts, home office director of training, answered questions on rate and policy changes.

John K. Rickard of the R. B. Daniel agency of Northwestern National Life at Hutchinson, Kan., has qualified for the Million Dollar Round Table and now becomes a life member.

L. C. Perry, district sales manager of Retail Credit Co., at Chicago, will be confined to St. Francis hospital, Evanston, for a number of weeks, with a leg fracture.

## BIG BROTHERS

Inspired by a record net gain of over 6,000 members in their Society's juvenile department last year, Woodmen are enlisting in a Big Brother Project designed to achieve a still greater record of growth in 1948.

Each Big Brother will help Woodmen field representatives to enroll one or more boys to learn thrift through insurance, and to mould their characters by taking part in the wholesome fraternal, social and recreational activities of Boys of Woodcraft.

## WOODMEN OF THE WORLD

Life Insurance Society  
OMAHA, NEBRASKA

## Satisfied Field Representatives Get Best Results

A new man delivered \$87,000 in his first four months—a quarter million a year. Why? Because he had modern policies—could write Men, Women and Children—medical or non-medical basis. Good Home Office cooperation.

Good territory in Illinois, Michigan, Minnesota and Wisconsin.

## EQUITABLE RESERVE ASSOCIATION

NEENAH, WISCONSIN

## COMPANIES

### Western & Southern in Force Nears \$2 Billion

CINCINNATI—Increase in insurance in force of \$117,245,340 to a total of \$1,825,027,417 and in assets of \$27,077,832 to \$358,596,000 are reported by Western & Southern Life. Surplus increased \$4,415,850 to \$22,878,734.

### Constitution Starts Building

Constitution Life of Los Angeles has broken ground for erection of a new home office building. It now has its home office building.

### Great Northwest in Utah

Great Northwest Life of Spokane has entered Utah. Lyman Jenkins of Idaho Falls will be in charge of a Utah state office which is being opened at Salt Lake City.

### Union Nat'l Joins A.L.C.

Union National Life of Lincoln, Neb., has joined American Life Convention, bringing the membership to 217.

### Bourland to Liberty Life

Roger Bourland, editor of the "Insurance Salesman," has resigned as of Feb. 1, to become director of ordinary agencies for Liberty Life of Greenville, S. C. He will also have charge of advertising and public relations.

### Buys Dept. Store Building

New York Life has bought two suburban stores from Lord & Taylor, New York City department store at Manhasset and Eastchester, N. Y., and leased them to the company on a long term, net rental basis.

## AGENCY NEWS

### Frank Agency Leads State Mutual in Number of Lives

Record breaking new production of business in the first 26 days of December ran the total in 1947 for the Raymond W. Frank general agency of State Mutual Life, Chicago, to \$7,328,000 new business, an increase of 7% over 1946 and marking the record of continuous annual new business increases ever since Mr. Frank was named general



R. W. Frank

in October, 1944.

The agency, which was first on a new paid business basis country-wide in State Mutual in 1944, 1945 and 1946, finished second last year, being topped by the Young agency of New York City. The Frank agency wound up the year with intense efforts of the entire staff Dec. 26 when 47 applications were cleared and sent to the home office to be recorded in 1947 volume.

The agency, however, in 1947 was the company's country wide leader for number of lives insured, with 802 lives on the basis of paid ordinary business only, including no annuities or group.

### Campbell Led Prudential

The Newark agency led Prudential in paid business in 1947 with \$19,121,300 in ordinary. There are 52 agents in the agency, which is headed by C. W. Campbell. Julius Kaplove was the leading agent with \$1,144,500.

### Goldstein Agency Host

HARTFORD — Commissioner Allyn of Connecticut and top officials of Bankers National Life were guests of the Goldstein agency at its annual banquet. Representing the company were Ralph Lounsbury, president; Gustave Fischer, a director, and agency officers. The Goldstein agency, representing Bankers National in Connecticut, had a gain of 33% in 1947 in new business.

### Benscoter Leads Again

For the second successive year the Detroit agency of Provident Mutual Life under the direction of Roland D. Benscoter led all agencies of the company in new business.

### Knoxville Agency Is '47 Leader

Life of Georgia's presidents' trophy for the outstanding district agency during 1947 has been awarded to the Knoxville, Tenn., H. P. Woodall is manager.

### Fraser Agency 1947 Leader

Leader in percentage of insurance in force increase in 1947 for Bankers Life of Iowa is the W. A. Fraser, Lincoln, Neb., agency with a gain of 19%. The second-place A. E. Gravengard Portland, Ore. agency had a 16% increase and the E. H. Trandum, Billings, Mont., agency ranks third with a gain of 15%.

### Charter Kansas Farm Life

Kansas Farm Life, affiliated with the Farm Bureau, has been chartered in Kansas with Manhattan as headquarters and Louis Miller, formerly of Troy, as manager. Capital is \$100,000 and 100 shares of \$150 par value are to be sold to provide surplus.

### Plan Decatur, Ill., Congress

The Decatur (Ill.) Assn. of Life Underwriters will hold a sales congress

Feb. 27, for the first time in its history. C. D. Walker, district manager Great-West Life, is program chairman and K. L. Keil of Springfield, zone chairman state association, will be moderator.

## MANAGERS

### St. Paul Managers Witness Minn. Mutual Demonstration

The St. Paul managers association witnessed at its January meeting a demonstration of the cold canvass method being used successfully by Minnesota Mutual Life. Alan D. Harmer, director of agencies, showed how the "annuitizer," a three-minute interest-provoking demonstrator introduced to the company's sales force last year, secures agreement to a complete sales presentation of the "success bond story" in three out of four canvassing calls.

### Columbus Banquet Jan. 29

The Columbus managers association will hold its annual leaders' banquet at the Seneca hotel Jan. 29. The two 1947 leaders from each agency in volume and lives will be invited, accompanied by their wives. Each leader will receive a plaque. Speaker will be Judge J. G. Stewart of Cincinnati. Dancing will follow. V. C. Smith has charge of arrangements.

### S. F. Cashiers Reelect

Miss Carmen Gallia, cashier of the John A. Fixa agency of Manhattan Life, has been reelected president of the San Francisco Life Agency Cashiers Assn. All other officers also were renamed, including Ernest L. Thomas, Lincoln National, vice-president; Leona Elmore,

**A** LEGAL reserve fraternal life insurance society for all Lutherans on 3% American Experience reserve basis. Twenty-nine years old — \$175,820,660.00 in force. Mortality experience 1946—21.95%. Rate of assets to liabilities—108.70%.

★

Our new agents' contract, with retirement program, has been enthusiastically received by our agency force. You, too, will be interested.

★

Address your letter of inquiry to  
**THE SUPERINTENDENT OF AGENCIES**

## LUTHERAN BROTHERHOOD

LEGAL RESERVE LIFE INSURANCE FOR LUTHERANS  
Herman L. Ekern, President  
600 Second Ave. So., Minneapolis 2, Minnesota

**"Since 1868"—the  
best in Life Insurance  
Service for Catholics**



**FAMILY PROTECTIVE  
LIFE ASSURANCE SOCIETY**

720 N. WATER STREET - MILWAUKEE 2, WIS.  
Whole Family Life Insurance for Catholics

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Pacific Mutual, secretary, and Henry Dunlap, Bankers of Nebraska, treasurer. Among the projects which the association is pushing are affiliation with the San Francisco Life Underwriters Assn. as a special section; development of a study group for L.O.M.A. examinations, a course in public relations for all employees of the life company offices, a study course on the California community property law for all members.

### Cook Addresses Cashiers

The Life Agency Cashiers division of the Chicago Assn. of Life Underwriters was addressed at a dinner session Jan. 20 by Paul W. Cook, general agent Mutual Benefit Life, Chicago.

### Springfield Managers Meet

C. W. McElwee, corporation lawyer, addressed the Springfield (Ill.) managers association on "Business Insurance from an Attorney's Viewpoint." A question and answer period followed.

### Wiley Tells Sales Plans

SEATTLE—Fred Wiley, Occidental Life manager, told "Our 1948 Sales Plan" Monday at a luncheon meeting of the Life Managers Assn. This was one of a series of weekly talks on 1948 sales ideas.

### Buffalo Meeting Feb. 5

Buffalo Life Managers Assn. will hold a dinner meeting Feb. 5. Carl Owen will speak.

### Okl. Managers Hear Dickey

Commissioner Dickey of Oklahoma addressed the General Agents & Managers Club of Oklahoma Jan. 19, giving some of the outstanding points from the N.A.I.C. meeting at Miami Beach.

## NEW YORK

### MANAGERS MEET JAN. 29

The Life Managers Assn. of New York City will hold its annual meeting and election of officers Jan. 29 at a luncheon at Hotel Pennsylvania. Members are asked to bring any suggestions that will help the administration of the association.

### AGENTS, SUPERVISORS TO MEET

The New York City Life Supervisors Assn. in cooperation with the Life Underwriters Assn. will meet at the Hotel Pennsylvania Jan. 27 at 3 p.m., for a four-man discussion of "Sales Slate for '48." Speakers will be D. A. Freedman, Equitable Society; C. E. Adams, Connecticut General; H. N. Sloane, Continental Assurance, and C. J. Zimmerman, assistant managing director L.I.A.M.A.

### DR. FINEGAN TO SPEAK

Dr. R. W. Finegan, assistant medical director of Metropolitan Life, will speak at the next meeting of the New York City C.L.U. Feb. 19 on "Substandard Underwriting Methods Used—Diabetes, Ulcers, Cancer, etc." The meeting will be in the auditorium of Union Central Life at 225 Broadway.

### New Building Nearly Ready

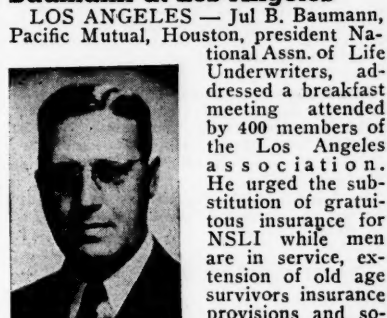
North American Life & Casualty's new home office building will be ready for occupancy in February, permitting consolidation of operations now divided among offices in three buildings. The new four-story building will provide 90,000 square feet of floor space.

### SALES SUPERVISOR NEEDED

Midwestern mutual company offers opportunity for field supervisor under age 40 for Missouri, Kansas and Oklahoma territory. Should have experience in modern selling and organization methods. Salary plus expenses. Address O-64, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

## ASSOCIATIONS

### 400 Turn Out to Hear Baumann at Los Angeles



J. B. Baumann

LOS ANGELES — Jul B. Baumann, Pacific Mutual, Houston, president National Assn. of Life Underwriters, addressed a breakfast meeting attended by 400 members of the Los Angeles association. He urged the substitution of gratuitous insurance for NSLI while men are in service, extension of old age survivors insurance provisions and social security to all gainfully employed persons, including the self-employed, and the licensing of agents only after they have satisfactorily passed written examinations to determine their fitness.

F. A. McMaster, Ohio National, program chairman, announced that the association will hold a joint meeting with attorneys Feb. 11 and that the annual sales congress will be March 10.

Jack White, Prudential, membership chairman, gave the slogan "Beat Pittsburgh." Doing so would put Los Angeles in third place. Before speaking in Los Angeles, Mr. Baumann addressed the associations in San Diego, Long Beach and Pasadena. From Los Angeles he went to Fresno and Oakland, preceding his visit to the San Francisco association.

### Cincinnati Sales Congress Plans Given at Meeting

CINCINNATI — Dr. Harry W. Dingman, vice-president and medical director of Continental Assurance, will be luncheon speaker at the annual sales congress sponsored by the Cincinnati association Feb. 27. L. B. Scheuer, general agent State Mutual, program chairman, announced at the association's January meeting. This year, a new plan will be instituted for the meeting in that only a morning session, closing with the luncheon, will be held, instead of the usual all-day session. In addition to a round table discussion of timely matters by leading local producers, the program will include talks by N. T. Paulus, John Hancock, Lafayette, Ind., and Newman Long, State Mutual, Dallas.

Joseph Krull, Prudential, St. Louis, told in a highly moving manner what life insurance had done for his family and how it had influenced him to enter the business.

### Six Speakers at Montreal

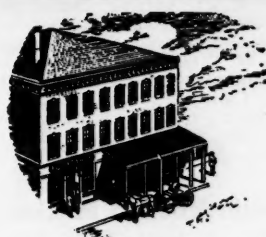
MONTREAL—Speakers at the Montreal sales congress included C. J. Zimmerman, assistant managing director L.I.A.M.A.

### Fleming Joins Bender

Peter B. Fleming, former manager of Continental American in New York City, has been appointed agency assistant of the William H. Bender agency of National Life of Vermont, in New York City. Mr. Fleming entered the business in 1933 with Equitable Society.

### Mass. Reinstatement Bills

BOSTON—Bills to prohibit possible technical defenses against policy reinstatements were discussed at a hearing before the joint legislative insurance committee. The insurance department spoke for the bills. Company spokesmen opposed them.



1867  
1948

On January 25, 1867, the Equitable Life of Iowa was founded in Des Moines, then a frontier town of 8,000 people.

The 81 intervening years have witnessed the development of that pioneer enterprise into a national institution. In contemplating the completion of its first century of service, the Company will continue to conduct its affairs in the sound, constructive and progressive manner which Time has so thoroughly tested.

EQUITABLE  
LIFE of IOWA

Founded in 1867 in Des Moines



## HIGHLIGHTS FROM 1947

### NEW PAID BUSINESS

exceeded the splendid record made in 1946.

### INSURANCE IN FORCE

increased to over \$193,000,000.

### ASSETS INCREASED TO OVER \$52,000,000.

### SURPLUS INCREASED TO OVER \$3,400,000.

THE NUMBER OF MEN COMPLETING IMPORTANT TRAINING COURSES — NEW MEN and EXPERIENCED MEN was the highest in the Company's history.

DECEMBER 1947 was the largest month in new life insurance in the Company's history, and

JANUARY 1948 is off to a flying start. Fieldmen are very enthusiastic about the new ratebook with its many helpful features for programming and all types of selling.

## Indianapolis Life Insurance Company

Indianapolis, Indiana

A Legal Reserve, Mutual Company, Organized in 1905

General Agencies available in Toledo, Ohio; Northwestern Indiana; Springfield, Illinois; Davenport, Iowa; Beaumont, Texas, and some other choice cities in Indiana, Illinois, Ohio, Michigan, Minnesota, Iowa, and Texas.

A. H. KAHLER, Vice President and Superintendent of Agencies

EDWARD B. RAUB  
President

# ACTUARIES

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Barrett N. Coates Carl E. Herfurth  
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 629 Market Street 437 S. Hill Street  
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**DONALD F. CAMPBELL, JR.**  
 Actuary and Certified Public Accountant  
 188 W. Randolph St., Chicago 1, Ill.  
 Tel. State 1336  
 Successor to Donald F. Campbell and Donald F. Campbell, Jr., Consulting Actuaries

**WALTER C. GREEN**  
 Consulting Actuary  
 211 W. Wacker Drive  
 Chicago  
 Franklin 2633

**HARRY S. TRESSEL**  
 Certified Public Accountant and Actuary  
 10 S. La Salle St., Chicago 3, Ill.  
 Associates  
 M. Wolfman, F. A. I. A. Franklin 4020  
 N. R. Moscovitch, A. A. I. A.  
 W. H. Gillette, C. P. A.  
 W. P. Kelly

## INDIANA

**Haight, Davis & Haight, Inc.**  
 Consulting Actuaries  
 FRANK J. HAIGHT, President  
 Indianapolis — Omaha

## MISSOURI

**NELSON and WARREN**  
 Consulting Actuaries  
 915 Olive Street, Saint Louis  
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## NEW YORK

Established in 1905 by David Parkes Fackler  
**FACKLER & COMPANY**  
 Consulting Actuaries  
 8 West 40th Street New York

Consulting Actuaries  
 Auditors and Accountants  
**Welfe, Corcoran and Linder**  
 116 John Street, New York, N. Y.

## PENNSYLVANIA

**FRANK M. SPEAKMAN**  
 CONSULTING ACTUARY  
 Associate  
 E. P. Higgins  
 THE BOURSE PHILADELPHIA

merman, assistant managing director of L.I.A.M.A.; Antoine Desmarais, Prudential of England, Montreal; H. D. Josephson, general agent Mutual Benefit Life, New York City; Fernand de Haerne, manager La Sauvegarde, Montreal, Canadian president; T. W. Foley, general agent State Mutual, New York City, and G. A. Beaudry, Sun Life of Canada, Quebec.

## Schumacher at Pittsburgh

PITTSBURGH—S. O. Schumacher, general agent of Provident Mutual at Akron and also a large personal producer, spoke on "I Love Life Insurance" at the Pittsburgh Life Underwriters Assn. meeting. Key points in Mr. Schumacher's plan are to make many calls; use of birthday cards; working in compact areas to reduce traveling time; and living only a day at a time, but doing a good job for that day.

Mr. Schumacher believes the two best sources of business today are business insurance and programming. Be a good listener, he advised, saying that "many a sale has been killed by the jawbone of an ass." He also advised seeing more people and reviewing old cases.

T. W. Henry of New York Life received his diploma from Purdue University, the presentation being made by M. J. Ream, Mutual Benefit, association president. Tuesday a group of officers of the Pittsburgh association met with the Fayette county branch at Uniontown. Monday a group of officers and directors will meet with the Beaver Valley branch at the Brodhead hotel, Beaver Falls, Pa.

## So. Cal. Caravan Setup

LOS ANGELES—Charles P. Hausman, chairman of the southern California caravan committee of the Life Underwriters Assn. of Los Angeles, has completed the arrangements for the caravan and the list of speakers. The schedule is: Bakersfield, Jan. 30; Riverside, Feb. 20; San Diego, March 11; Glendale, March 19; Pasadena, March 25; Ventura, April 23; Santa Ana, May 7; Santa Monica, May 19.

Speakers include Charles E. Cleeton, "The National Association"; W. K. Murphy, "The California State Association"; Russell L. Hoghe, "The Los Angeles Life Underwriters Association"; Charles Gibbs, "The Approach"; Sidney Mitchell, "The Presentation"; Fred McMaster, "The Close."

## Laud Metropolitan Advertising

In recognition of the national advertising of the Metropolitan Life, the directors of the San Francisco Life Underwriters Assn. adopted a resolution commending it.

Akron—L. H. Feder, Reliance Life, Cleveland, president Ohio association, urged substituting a system of gratuitous insurance for service men instead of NSLI, coverage ceasing on demobilization. He expressed the hope of seeing the day when scholastic degrees will be necessary for men who sell life insurance. He predicted that more insurance will be sold in the next 15 years than in the previous 100. F. A. Lane, Metropolitan, is conducting a school for agents at the Akron Y.M.C.A.

Peoria—Newell C. Day, general agent for Equitable of Iowa at Davenport, described the compounding of happiness out of a favorable attitude toward one's work, skill, knowledge and habits. He stressed the importance of hobby and church work. Barbara F. Herman, Prudential, was presented a membership card in the N.A.L.U. Quarter Million Round Table.

Davenport — R. A. Palmer, regional manager at St. Louis for John Hancock, emphasized that competition from other lines necessitates getting back to the fundamentals of good selling. This means service, whether a new sale is in the immediate prospect or not. Proper training is more necessary now than ever before because people appreciate life insurance more than ever.

John Staak of Occidental explained the National Quality award membership

requisites. J. C. Arnold, Lincoln National, told why agents should join the association. The next meeting will be Feb. 12. The annual ladies' night party will also be held in February at a date to be announced.

Detroit—Paul Troth, agency field assistant of Home Life of New York spoke. Hilton Grier of Home Life introduced Mr. Troth. Fred A. Smart, association president and general agent Equitable of Iowa, presided.

Columbus—Dr. Ernest H. Hahne, president of Miami University, Oxford, O., will speak Jan. 23 on "Economic Trends and Life Insurance." He is a former instructor of C.L.U. classes at Northwestern University.

St. Louis—H. J. Cummings, president Minnesota Mutual Life, will speak at a luncheon meeting at Hotel Statler Jan. 23.

Madison—John J. Jamison of the Jamison & Phelps general agency of Northwestern Mutual in Chicago, spoke on "Opportunities Unlimited."

Fort Wayne, Ind.—Dr. Grace R. Rabson, Fort Wayne consulting psychologist spoke on "The Stake of Life Insurance in Old Age Happiness."

Syracuse, N. Y.—Dr. Harry Ungerleider, medical director of research of Equitable Society spoke.

Augusta, Ga.—A resolution was adopted condemning the "mass selling" of insurance and favoring the discontinuance of insurance writing by the federal government.

Springfield, Ill.—Powell B. McHaney, vice-president and general counsel of General American Life, spoke on "Compounded Confusion." He explained the effect of community property laws on life insurance and its representatives in the field.

Salt Lake City—W. A. Crowder, Salt Lake City, manager for Bankers Life of Iowa, spoke on "Selling Life Insurance in 1948." He is optimistic about 1948 opportunities. H. J. Syphus, president, presided. K. W. Cring was in charge of program arrangements and introduced the speaker. N.A.L.U. President Jul. B. Baumann will speak at the February meeting.

Buffalo—Patrick M. Mucci, Metropolitan Life, Paterson, N. J., spoke on "I'm in the Life Insurance Business."

New Orleans—Bert A. Hedges, Business Men's Assurance, Wichita, and Hugh S. Bell, Equitable of Iowa, Seattle, spoke on "Getting to Today's Market," and "Meeting Objections," respectively.

# RECORDS

**UNION CENTRAL**—Production for 1947 was \$117,988,951, up more than \$2 million. The figure is on life insurance plans only and does not include revivals and additions. December total was \$16,249,896, an increase of \$5,908,743.

**OLD LINE LIFE**—December production in honor of President J. H. Daggett was 28% ahead in life, accident and health and hospitalization, more than 1,100 applications being received.

**NORTH AMERICAN L. & C.**—Preliminary figures indicate a 1947 increase of 22% in life insurance, 19% increase in disability premiums and 100% increase in group life and disability.

**UNION MUTUAL**—Paid business in 1947 increased 16% over 1946. The gain in December over the same month last year was 48%.

**BANKERS OF IOWA**—Year-end figures show three records broken in 1947: Volume of business written, revived and increased; insurance in force and gain in force. Business written in 1947 totaled \$200,635,467, of which \$139,326,103 was ordinary, the gain amounting to \$29,751,876.

Insurance in force at the end of 1947 reached \$1,281,922,546. Ordinary accounts for \$1,097,450,474 and group stands at \$184,472,072. The gain of \$134,151,193 in force was a new record.

**A. V. Youngman** agency, Mutual Benefit Life, New York—Insurance placed on 900 lives in 1947, average policy of \$12,000, for an overall total of \$10,738,000. Leading agents were Rowland Mellor, the agency's top man in the President's Club, J. H. Hanway, volume leader, and H. B. Shontz, lives leader.

**M. B. Cederstrom**, vice-president and secretary of the American Service Bureau, is in St. Joseph's hospital, Chicago, as the result of a heart attack.

**Don D. Crawford** has resigned as manager in Portland for Seeley & Co. to become manager for the Northern Life at Eugene.

**James A. McKenna** has joined the John Hancock group office at Chicago as a service man. Mr. McKenna has been with Helene Curtis, Inc., as manager of the group insurance department.

**F. J. Lynch**, Connecticut Mutual, Minneapolis—Showed a 62.4% increase for 1947, ranking it fourth in the company in percentage increase.

## GLOBE LIFE INSURANCE COMPANY OF ILLINOIS

Offers Illinois Agents  
 Exceptional Agency Opportunity  
 —VERY ATTRACTIVE CONTRACTS—

**COMPLETE LIFE INSURANCE COVERAGES—AGES 0-60**  
 Excellent Line of Juvenile Policies  
 FULL BENEFIT AGE 5

For Particulars Write Home Office—Address Since 1895

**431 South Dearborn St., Chicago, Illinois**  
 WILLIAM J. ALEXANDER, PRESIDENT

## OPPORTUNITY, Not Limited

No matter where you live now, if you have the necessary background of experience to qualify as a General Agent and are seeking a greater opportunity, write us today. We have openings in cities that offer great possibilities for our Life, Accident, Health and Hospitalization policies. We will provide effective development assistance. If you are interested in increased responsibilities and income, write us today.

**Federal LIFE AND CASUALTY CO., Detroit 2, MICH.**



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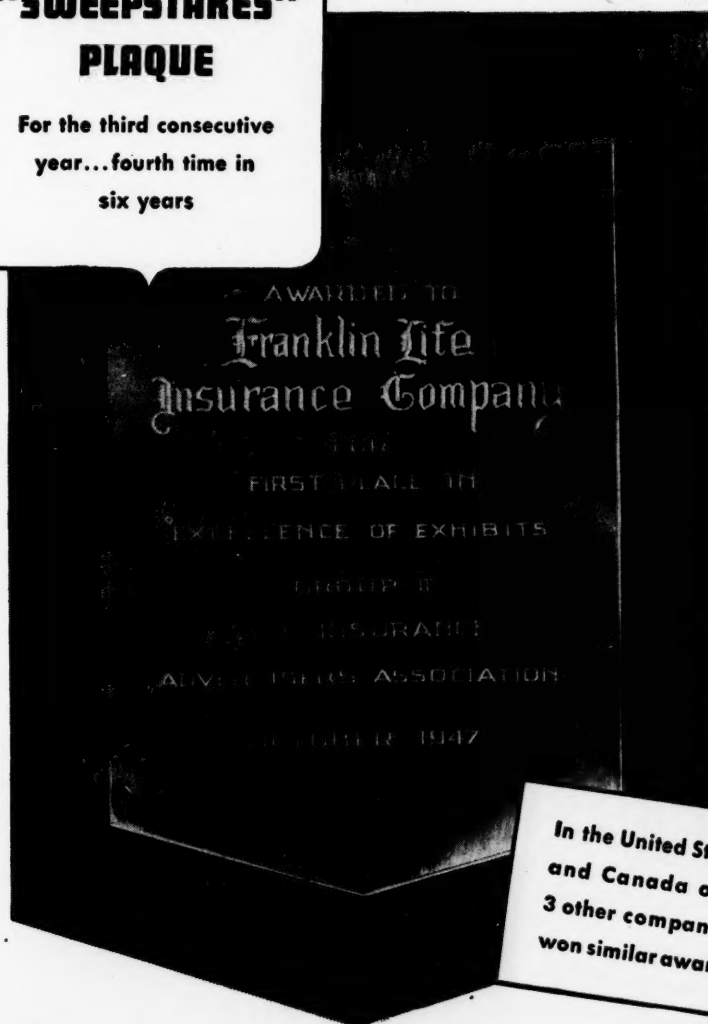
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## "SWEEPSTAKES" PLAQUE

For the third consecutive  
year...fourth time in  
six years



In the United States  
and Canada only  
3 other companies  
won similar awards



*The Friendly*  
**FRANKLIN LIFE INSURANCE COMPANY**

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

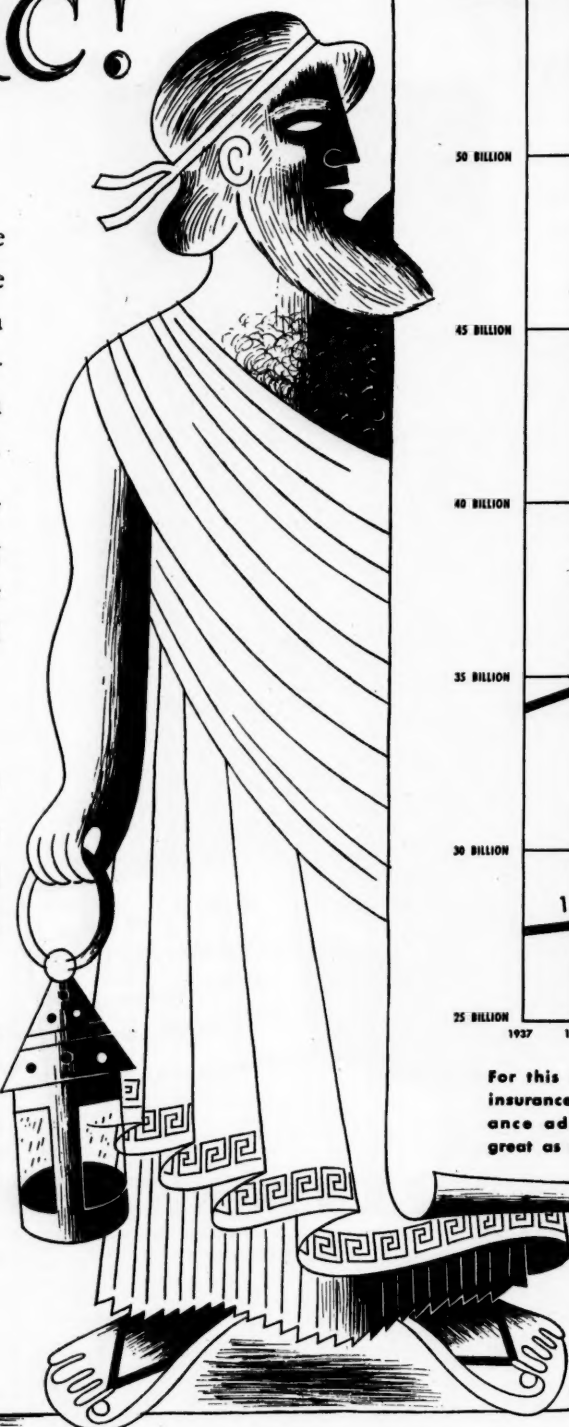
# It's pure logic!

Ten leading insurance companies operate on the premise that they reach their best prospects by advertising consistently in The Saturday Evening Post.

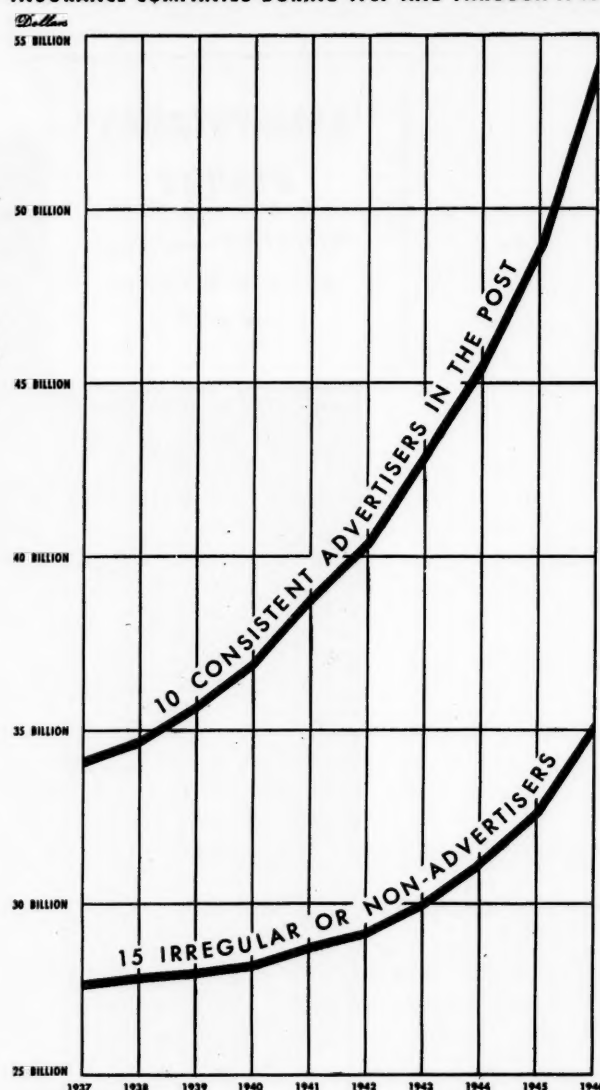
Results prove conclusively that this line of reasoning pays off. A glance at the top line of the chart will show that...

○ Advertisements in the Post reach the best prospects—the people whose education and income are well above average.

○ Advertisements in the Post get attention. People like to read ads in the Post—far more than in any other magazine.



GRAPH SHOWS THE GROWTH OF ORDINARY LIFE INSURANCE IN FORCE (IN BILLIONS OF DOLLARS) WITH LEADING LIFE INSURANCE COMPANIES DURING 1937 AND THROUGH 1946



For this ten-year period the growth of ordinary life insurance in force among the ten consistent Post insurance advertisers has been almost three times as great as that of the fifteen irregular or non-advertisers.

THE SATURDAY EVENING  
**POST**

It pays to have the Post pave the way